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ABSTRACT

This appendix accompanies Volume 1 of the Information and Referral Center Study and the Evaluation of Information and Referral Services for the Elderly, and contains job descriptions for the Wisconsin Information Services (WIS) project staff, guidelines for proposals for project participation, the interview used for proposed I and R Center sites, descriptions of areas served by each center, public reaction to WIS, forms used in data collection, program objectives, and summary of publicity activities of 12 of the centers. (CJ)

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INFORMATION & REFERRAL SERVICES: Research Findings

VOLUME 1 of the InterStudy INFORMATION AND REFERRAL CENTER STUDY

APPENDIX 2

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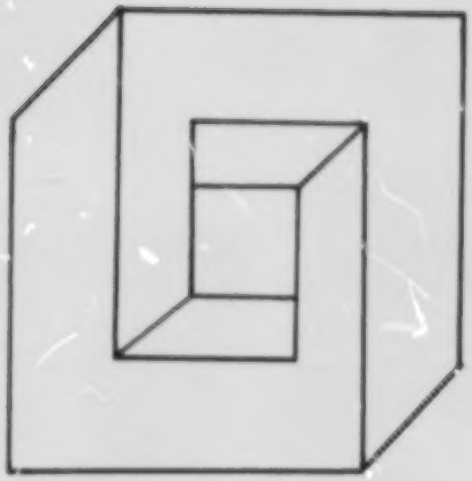
INFORMATION & REFERRAL SERVICES: Research Findings

VOLUME 1 of the InterStudy **INFORMATION AND REFERRAL CENTER STUDY**

APPENDIX 2



NICHOLAS LONG

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Table of Contents

1 **Appendix A: Job and Position Descriptions for WIS Project Staff**

3 Project Director
4 Information Systems Manager
5 Field Supervisor
6 Research Aide
7 I&R Specialist

9 **Appendix B: Guidelines for Submitting Proposals to Participate in the WIS Demonstration**

31 **Appendix C: Structured Interview for Proposed I & R Center Sites**

37 **Appendix D: Description of Area Served by Each Center**

39 Summary
40 Madison Center (01)
44 Beloit Center (02)
46 Reedsburg Center (03)
50 Ashton Center (04)
54 Eau Claire Center (05)
59 Ashland Center (06)
65 Oconto Center (07)
70 Green Bay Center (08)
72 Manitowoc Center (09)
74 Fond du Lac Center (10)
77 Waukesha Center (11)
80 Wisconsin Rapids Center (12)
84 Milwaukee Center (13)
86 WIS Network

87 **Appendix E: Public Reaction to WIS**

91 **Appendix F: Forms Used for Data Collection for the Evaluation**

92 Facility File Form
94 J-Sheet
95 Summary of Resource File Development
96 Resource File Development—Time Breakdown Sheet
98 Caller Interview Form
102 Referral Form
105 I&R User Survey
107 Telephone Follow-Up Card
108 Biographical Summary Sheet
109 I&R Worker Report
111 Grant Expenditures
112 Escort and Transportation Reimbursement Ticket
114 Publicity Report Form
115 Planners Request Form

117 Appendix G: Program Objectives and Evaluation Criteria for the Wisconsin Information Service

131 Appendix H: Letter Used to Accompany I & R User Survey and Instructions for Telephone Follow-Up

135 Appendix I: Summaries of Publicity Activities of Centers 1–12 Through December, 1973

135 Madison Center
136 Beloit Center
138 Reedsburg Center
139 Cashton Center
140 Eau Claire Center
141 Ashland Center
142 Oconto Center
143 Green Bay Center
144 Manitowoc Center
145 Fond du Lac Center
147 Waukesha Center
148 Wisconsin Rapids

Appendix A: Job and Position Descriptions for WIS Project Staff

Job Title: Information and Referral Project Director

Location: Division on Aging, Department of Health and Social Services, Madison, Wisconsin. This is a federally funded project, annually renewable.

Salary: (Effective June 25, 1972) Minimum starting salary is $1,225 a month. An applicant with more than the minimum qualifications may be appointed at an appropriately higher salary of up to $1,375. Earn $50 raise after six months. Further merit raises to $1,598. Biweekly salary range: $563.22 to $734.72.

Job Description: An exciting position enabling a person to be responsible for the development and implementation of a Federally funded Research and Demonstration Project for the elderly. This project will provide a broad range of information and referral services at thirteen separate information and referral centers throughout Wisconsin. The objective of the project is twofold: to increase the accessibility of human services for older Americans and to maximize the utility of information and referral center data for the planning of human services. Under the general supervision of the Administrator of the Wisconsin State Division on Aging, the Project Director will have overall responsibility for the development and implementation of the project—including supervision, administration, planning, consultation, and evaluation. The Director will coordinate a State Project Task Force composed of representatives of state agencies and organizations. The Project Director will also be responsible for developing administrative policies and procedures for the project and providing liaison between the project and related Federal agencies.

Qualifications:

Training & Experience: Masters degree in social gerontology, public health, clinical or counseling psychology, social work, or public administration and four years of professional experience in one of the above fields. Two of the years must have been in an administrative capacity which involved the development of social services programs and included at least two of the following components: professional staff supervision, Federal grant application and reporting procedures, fiscal administration of human service programs and planning and evaluation of programs. An equivalent combination of training and experience may be considered. Experience in information referral systems is highly desirable.

Essential Skills & Knowledge: Some knowledge of research and planning techniques and procedures, group dynamics and human relations, and principles and procedures of office management. Knowledge of the general field of aging and in particular, the various programs, services and needs of the elderly. Ability to establish and maintain effective working relationships with representatives of public and private agencies and the general public; ability to secure, analyze, and evaluate data and to organize and present written information to be used as the basis for administrative decisions.

Examination: One of the first steps in the examination process may be the review of applications to identify those applicants who appear best qualified by experience and achievements. In or with your application, include information regarding your past experience and achievements as they relate to this position and the essential skills and knowledges listed. This information should be clear and specific in terms of exact responsibilities and functions of your present or relevant past positions to enable the application review panel to accurately evaluate your applications.

Job Title: Information Systems Manager

Location: Division on Aging, Department of Health and Social Services, Madison, Wisconsin. This is a Federally funded project, annually renewable.

Salary: Effective June 25, 1972. Minimum starting salary is $1,020 a month. (An applicant with more than the minimum qualifications may be appointed at an appropriately higher starting salary of up to $1,166.) Earn $45 raise after six months. Further merit raises to $1,341. Biweekly salary range: $473.57 to $616.56.

Job Description: The Information Systems Manager is responsible for the development and implementation of the project information system of a Federally funded Research and Demonstration Project for the elderly of Wisconsin. Because a major goal of this project is to gather and interpret important research data, the Information Systems Manager will have broad responsibilities throughout the entire project. Of primary importance will be the development of the entire information system of the project. This includes all phases of data gathering, processing, and evaluating information related to the project, and providing information on community resources for each of the areas served by the information and referral center network. Based upon the evaluation of the data, the Information Systems Manager will recommend to the Project Director changes in the project structure to increase its effectiveness. In addition, the Manager will supervise, direct, and train the work of the Research Assistant and three Research Aids, prepare monthly reports on participating centers in the network, consult with external research organizations to identify significant information needs of human service planners at the state and local community level, and function as a deputy project director. And, in the absence of the Director, the manager will assume these additional responsibilities and report directly to the Administrator of the Division on Aging.

Qualifications:

Training & Experience: College graduation and four years of progressively responsible professional experience in planning, research, information management, and analysis, or similar work including one year in a position with primary responsibility for obtaining, interpreting, processing, compiling, interrelating, and drawing evidential conclusions from a wide variety of complex information from numerous sources. This year must have been at an advanced level of responsibility involving independent planning, problem-solving, and decision-making under broad general policy direction with little or no direct supervision. An equivalent combination of training and experience may be considered.

Essential Skills & Knowledge: Knowledge of basic principles and practices related to planning, research, systems analysis, and program evaluation. Knowledge of objectives, uses, problems, and limitations of social research. Ability to develop and install administrative procedures and information systems and to evaluate their efficiency and effectiveness. Ability to train, supervise, and coordinate the work of others. Ability to write and speak effectively.

Examination: One of the first steps in the examination process may be the review of applications to identify those applicants who appear best qualified by experience and achievements. In or with your application, include information regarding your past experience and achievements as they relate to this position and the essential skills and knowledge listed. This information should be clear and specific in terms of exact responsibilities and functions of your present or relevant past positions to enable the application review panel to accurately evaluate your applications.

Job Title: Information and Referral Field Supervisor

Location: Division on Aging, Department of Health and Social Services, Madison, Wisconsin. This is a Federally funded project, annually renewable.

Salary: Effective June 25, 1972. Minimum starting salary is $1,020 a month. (An applicant with more than the minimum qualifications may be appointed at an appropriately higher starting salary of up to $1,166.) Earn $45 raise after six months. Further merit raises to $1,241. Biweekly salary range: $473.57 to $616.56.

Job Description: A recent Federal grant to the Wisconsin State Division on Aging to implement an innovative Research and Demonstration Project for the elderly of the state has created three Field Supervisor positions within the project structure. The project will establish a network of thirteen information and referral centers throughout Wisconsin. Each Field Supervisor will be responsible for the overall operation of at least four information and referral centers. This responsibility can be grouped into four major areas: consultation and technical assistance, inservice training and staff development, the development of standards and criteria for the delivery of information and referral services, and the evaluation of information and referral center programs and compliance to the established criteria and standards of center performance. Each Field Supervisor will work under the direction of the Project Director, and it is estimated each supervisor will be in the field at least 50% of the time working with the assigned information and referral centers.

Qualifications:

Training & Experience: Master's degree in social gerontology, social work, public health, clinical or counseling psychology, and two years of professional experience in one of the above fields including some direct contact with social service recipients on a regular basis. One year must have been in an administrative or supervisory capacity, which involved at least two of the following components: the development or implementation of social service programs. An equivalent combination of training and experience may be considered. Experience in information referral service is highly desirable.

Essential Skills & Knowledge: Knowledge of the techniques of community organization and the types and scope of services of community resource agencies at the local level. Working knowledge of governmental programs in the areas of health, housing, rehabilitation, welfare, employment, etc. Ability to develop and maintain working relationships with local service agencies, to work effectively with persons of varying backgrounds and interest, and to provide group leadership. Ability to secure, analyze and evaluate data. Ability to write and speak effectively.

Examination: One of the first steps in the examination process may be the review of applications to identify those applicants who appear best qualified by experience and achievement. In or with your application, include information regarding your past experience and achievements as they relate to this position and the essential skills and knowledge. This information should be clear and specific in terms of exact responsibilities and functions of your present or relevant past positions to enable the application review panel to accurately evaluate your applications.

Job Title: Information and Referral Research Aide

Location: There are four positions in the Division on Aging, State Department of Health and Social Services. The positions are located in Madison and involve intermittent travel to other parts of Wisconsin. They are Federally funded through a demonstration project that is renewable yearly.

Salary: Effective June 25, 1972. Start at $652 a month. Earn $25 raise after six months. Further merit raises to $738. Biweekly salary range: $299.77 to $385.29.

Job Description: This project will include thirteen information and referral centers throughout Wisconsin. These centers will be locally administered and staffed, but will receive general guidance from the project headquarters in Madison. The centers will serve to inform older members of the community about needed social or other services available through local agencies and groups and make referrals to increase the accessibility of these resources. A second purpose will be to record a variety of information concerning activities, achievements, problems, and observations involving the clientele, other service agencies, and the centers. The centers will transmit this information to the Madison office, where it will be compiled and integrated in such a manner as to provide necessary information for planning more effective programs of services to the aged. Each of the Research Aides, under the supervision of the project's Deputy Director and in coordination with one or more Field Coordinators, will serve as a resource person to three or more centers. Work closely with the centers in helping record correct and complete data and report it in usable form. Assist the centers in establishing resource files. Help them deal with any questions or problems that may arise. Serve as a member of a team to visit and evaluate the centers. Follow-up by phone and/or in person with selected local clients and service agencies. Perform difficult and complex work in gathering and processing a variety of information. Assist in the performance of research, analysis of data, and preparation of reports. Perform related work as required.

Qualifications:

Training & Experience: Five years of office experience including two years in a responsible, advanced capacity performing complex, difficult work. Experience must have included considerable public contact. Graduation from a four-year college or university of recognized standing may be considered. A drivers license is required. Wisconsin residence is required. The department prefers to appoint candidates with experience or extensive training in the techniques of survey research and with experience in interviewing recipients of social services.

Essential Skills & Knowledge: Extensive knowledge of modern office practices, procedures, and equipment. Some knowledge of the principles and techniques of research and of information management. Ability to carry out complex assignments including organization of material and development of procedures without direct supervision. Ability to maintain effective relationship with members of local agencies, to provide leadership and obtain their effective cooperation. Interviewing skill and empathy with and ability to work effectively with older people. Ability to read and understand complex policy directives and procedures and to write effectively.

Examination: One of the first steps in the examination process will be the review of applications to identify those applicants who appear best qualified by experience and achievements. In or with your application, include information regarding your past experience and achievements as they relate to this position and the essential skills and knowledge. This information should be clear and specific enough in terms of exact responsibilities and functions of your present or relevant past positions to enable the application review panel to accurately evaluate your applications.

Job Title: Information and Referral Specialist

Location: Division on Aging, Department of Health and Social Services, Madison, Wisconsin. This is a Federally funded project, annually renewable.

Salary: [Set by host centers]

Job Description: The I & R Specialist will have the responsibility for managing one of thirteen demonstration I & R centers located in thirteen different communities throughout the state of Wisconsin. Working with the assistance of one other I & R Specialist, this person will develop a resource file for the area covered by the demonstration center, develop and disseminate publicity materials about the program, and conduct interviews with local community facilities. After receiving training by the Division on Aging in the methods for interviewing and information-giving, the specialist will conduct telephone (and some in-person) interviews with community residents who need help in locating needed health, social, and recreational services. The specialist will provide information about or referrals to the appropriate facilities which can meet the caller's needs. The specialist designated as center manager will have primary responsibility for the operation of the program. The back-up I & R Specialist will provide clerical support for the center.

Qualifications:

Training & Experience: Three years of work experience in social and/or rehabilitation service programs, including some experience in community liaison and client support activities. Experience must have been gained after graduation from high school or after reaching the age of 18. Volunteer work will be considered on a prorated basis.

Essential Skills & Knowledge: Knowledge of client-oriented programs designed to provide social and rehabilitative services. Knowledge of physical and environmental conditions which precipitate or influence client behavior. Knowledge of the problems of adjustment and acceptance encountered by persons who have been removed from full participation in community life due to social, economic, and/or educational handicapping conditions. Ability to establish and maintain effective working relationships with professional staff, community agencies and officials, and the community at large. Ability to utilize and effectively apply the knowledge and skills acquired through training programs and/or professional guidance. Knowledge of alternative community resources available to persons requiring social and/or rehabilitation services. Knowledge of routine data-collection, analysis, and reporting techniques. Possession of clerical skills in provision of office reports, correspondence and other needed materials.

Examination: One of the first steps in the examination process may be the review of applications to identify those applicants who appear best qualified by experience and achievements. In or with your application, include information regarding your past experience and achievements as they relate to this position and the essential skills and knowledge listed. This information should be clear and specific in terms of exact responsibilities and functions of your present or relevant past positions to enable the application review panel to accurately evaluate your applications.

Appendix B: Guidelines for Submitting Proposals to Participate in the WIS Demonstration

Appendix B contains the official letter from the Division on Aging announcing the demonstration project and the guidelines for accepting for consideration applications for participating in the demonstration.

State of Wisconsin \ DEPARTMENT OF HEALTH AND SOCIAL SERVICES

DIVISION ON AGING
1 WEST WILSON STREET
MADISON, WISCONSIN 53702
INFORMATION AND REFERRAL PROJECT
99 NORTH DICKINSON STREET ROOM 186
MADISON, WISCONSIN 53703

April 21, 1972

TO: Agency Directors

FROM: Duane E. Willadsen, Administrator
Division on Aging

SUBJECT: Participation in statewide Information and Referral Demonstration Project

The Division on Aging, Department of Health and Social Services, is now considering applications for participation in the statewide network of Information and Referral centers which is described in the enclosed newspaper article from the Milwaukee Sentinel (April 5, 1972). The state Task Force for this project has developed a set of guidelines and application materials for those agencies interested in participating as one of the demonstration sites.

Particular consideration will be given to those agencies which can demonstrate the following capabilities:

1. Coordination with other programs providing information and referral, escort, follow-up, or outreach. Applications from an agency which demonstrates a plan for sharing resources from other agencies providing the above services will be assigned highest priority in initial screening of applications. These resources must be made available to all potential I & R center callers.

2. Provision of a minimum of $10,000 per year (beginning June, 1972) in local cost-sharing, particularly if this local share can be funneled through purchase of service arrangements to generate additional federal dollars. $5,000 of this amount must be cash; the balance to be in-kind resources.

3. The applicant agency must indicate the geographical area to be served by the proposed demonstration site. Each demonstration site must serve a minimum population of I & R center users of 75,000. Demonstration sites that give evidence of their capacity to serve geographical areas that correspond to Administrative Districts, Regional Planning Districts, Areawide Planning Districts, etc. will receive high priority in initial screening. In most densely populated areas, this requirement may be waived.

4. Priority in initial screening will be given to applicant agencies which have demonstrated I & R experience. The existence of a current, cross-indexed resource file will

2-Agency Directors-4/21/72

be used as evidence for meeting this criterion. However, because the organization of the resource file must be modified to fit the requirements of the demonstration, agencies should not expend effort in developing such a file for purposes of their application to participate in the demonstration. Resources will be made available for this purpose to those agencies selected as demonstration sites.

All applications to participate in this demonstration program must be received by May 15, 1972. For further information, background materials, and application forms contact the Division on Aging, 1 West Wilson Street Room 686, Madison 53702.

After initial screening, applicants will be contacted by the Division on Aging to arrange a site visit.

DEW:mr
Enc.

US Funds State Centers for Aged

The federal government has awarded Wisconsin a $467,000 grant to set up a statewide network of information and referral centers for the elderly, the US Administration on Aging announced Tuesday.

Duane Williadsen, administrator of the Division on Aging in the Wisconsin Department of Health and Social Services, said that a task force for the state will meet this month to draw up criteria for the geographic selection of the sites.

Williadsen estimated that the program will cost between $500,000 to $600,000 a year. He said that he hoped to get additional funding from local and private sources.

The two year pilot program will aim to help elderly persons obtain services from federal, state and local agencies.

It is also projected that the program eventually will have a followup service to see whether the elderly person made use of the agency to which he was referred.

An escort service to take elderly persons from the centers to the agencies to which they are referred and an outreach program to locate older people in the community who need government assistance also are planned as part of the program.

The sites are expected to be in the state's larger cities as well as in rural areas.

From three to six staff persons will be in each office, according to Williadsen. The centers will be operated by the state.

The demonstration program in Wisconsin would test several concepts, including whether specialized centers can meet the information needs of elderly persons and whether nonprofessionals can provide information and referral services as well as professionals.

A project director has not yet been named for the program, which is expected to be in full operation by November.

State of Wisconsin \ DEPARTMENT OF HEALTH AND SOCIAL SERVICES

DIVISION ON AGING
1 WEST WILSON STREET
MADISON, WISCONSIN 53702

April 25, 1972

TO: Those agencies expressing interest in the Information and Referral Demonstration Project

FROM: Duane E. Willadsen, Administrator
Division on Aging

The Division on Aging is now prepared to begin action on applications already submitted for the statewide I & R network program. Attached is a copy of a letter that is being sent to other interested agencies throughout the state. Since you have completed most of these materials, you need not reapply.

If you continue to be interested in being considered for participation in the demonstration program, please complete the additional materials enclosed in this letter and return by May 15, 1972.

DEW:mr
Enc.

Information and Referral Services:

Guidelines for Development of
a Proposal for the Wisconsin
Statewide Information and Referral
Center Demonstration

(Working Draft)

Prepared by:

Division on Aging
Department of Health and Social Services
State of Wisconsin

and the

Institute for Interdisciplinary Studies

of the

American Rehabilitation Foundation
123 East Grant Street
Minneapolis, Minnesota

April 18, 1972

Guidelines for Development of a Proposal for the Wisconsin Statewide Information and Referral Center Demonstration

The Division on Aging, Department of Health and Social Services, is about to begin a two-year demonstration and research project to provide information and referral services. The funding for this demonstration will be through a combination of contractual payment from the Division on Aging and through the purchase of service provisions of the Social Security Act, which are administered by the Division of Family Services. It is the plan of the Division on Aging to utilize existing facilities and programs whenever possible.

The operational aspects of the demonstration will reside with the Division on Aging, while the handling of the purchase arrangements will be the responsibility of the Division of Family Services. The Institute for Interdisciplinary Studies in Minneapolis, Minnesota will carry out the evaluation of the demonstration and provide technical assistance to the State Demonstration staff.

These guidelines have been prepared by the State and IIS to provide help to facilities with information and referral programs which may wish to enter into a contractual relationship with the State for the purpose of participating in the demonstration. Interested facilities should prepare proposals in accordance with these guidelines and submit them to the Division on Aging before May 15, 1972. In addition to your proposal narrative, complete and return pages 11-14 of these Guidelines, along with the enclosed application form.

The Guidelines cover the following areas:

A. Definition of terms for I & R service components.

B. Proposed project timetable.

C. Details for describing current I & R services provided by the applicant agency.

D. Description of applicant's current reporting and record-keeping procedures.

E. Description of applicant's staffing patterns for I & R services

F. The effect on the applicant's current programs if it were to participate in the demonstration.

G. Applicant's relationship with other I & R programs in the community.

H. Resources available to the applicant to participate in the demonstration.

I. The applicant's capability in undertaking the I & R program.

J. Table for summarizing relevant information.

A. Definition of I & R Service Components to be Demonstrated in the Statewide I & R Program

1. Resource File

The resource file must be an organized, cross-indexed file of all services and programs in the area covered by the I & R center. Information about resource file development is contained in the publication "Information and Referral Services: The Resource File" (IIS, 1971e).

2. Information Giving

Information giving consists primarily of providing information about services and programs. It should include some effort to obtain background material about the inquirer in order to determine his potential eligibility for a specific agency. However, this should be only a crude screening procedure, with the eligibility determination left to the actual

service agency. For further explanation, see the publication "Information and Referral Services: Interviewing & Information Giving" (IIS, 1971b).

3. Referral

Although referral may be thought of as including concepts such as "direction" or "steering" to agencies, the definition used in the State program means the process of actually making an appointment with a person in the agency for the inquirer. Obviously, not all inquirers will need this level of referral. Discussion of referral may be found in the publication "Information and Referral Services: Referral Procedures" (IIS, 1971d).

4. Follow-Up

Follow-up procedures are described in the publication "Information and Referral Services: Follow-Up" (IIS, 1971a). For purposes of definition, follow-up is to be restricted to those calls for which a referral was made, and would require follow-up through both the inquirer and the agency to which he was referred. Follow-up with the inquirers alone could be carried out for those individuals who did not receive a formal referral, but who were given direction or steering beyond the information-giving stage alone.

5. Escort

Escort services consist of two components: (a) the provision of transportation for initial interviews with other agencies; (b) the provision of a temporary companion to help the inquirer complete forms and answer questions at the agency in the initial stages of contact. This service may be entirely operated by volunteers, or it may be paid for through your agency's budget. For further information see the publication "Information and Referral Services: Volunteer Escort Service" (IIS, 1971f).

6. Outreach

Outreach consists of a case-finding activity in which an active effort is made by the I & R center to reach out into the community with the purpose of stimulating the use of existing programs and services by those who are eligible for such programs and services, but who are not currently utilizing them. Details of one approach to this kind of outreach are to be found in the publication "Information and Referral Services: Reaching Out" (IIS, 1971c).

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1971c -- Institute for Interdisciplinary Studies. Information and Referral Services: Reaching Out. (Working Draft). Washington, D.C.: U.S. Department of Health, Education, and Welfare; Social and Rehabilitation Service; Administration on Aging, 1971.

1971d -- Institute for Interdisciplinary Studies. Information and Referral Services: Referral Procedures. (Working Draft). Washington, D.C.: U.S. Department of Health, Education, and Welfare; Social and Rehabilitation Service; Administration on Aging, 1971.

1971e -- Institute for Interdisciplinary Studies. Information and Referral Services: The Resource File. (Working Draft). Washington, D.C.: U.S. Department of Health, Education, and Welfare; Social and Rehabilitation Service; Administration on Aging, 1971.

1971f -- Institute for Interdisciplinary Studies. Information and Referral Services: Volunteer Escort Service. (Working Draft). Washington, D.C.: U.S. Department of Health, Education, and Welfare; Social and Rehabilitation Service; Administration on Aging, 1971.

B. Timetable for Demonstration Program

Time-Frame	Task
1972 -- June	Training Program I: Resource File Development for Center Managers and I & R Specialists.
	Begin Resource-File Development or conversion to the IIS system.
1972 -- October - November	Training Program II: Interviewing and Information Giving for Center Managers and I & R Specialists.
	Introduce the network to the public through publicity, open doors for the Basic I & R Service.
1973 -- June	Training Program III: Follow-Up and Escort Service for the staff of the sites implementing these modules.
	Increase staff to accomplish these modules of activity.
	Training Program IV: Outreach for the staff of the sites implementing this module.
	Increase staff to accomplish this module of activity.
1974 -- March	Complete data collection for evaluation purposes.
	Phase out demonstration aspects of the system.
	Determine feasibility and desirability of continuing the system.

C. Details for Describing Current I & R Services Provided by Your Agency

The following points should be taken into consideration in discussing your agency's current I & R activities in each of the major program areas of resource file development and maintenance; information giving; referral procedures; follow-up procedures; escort; and outreach. You may wish to include additional information about your specific activities in each of these areas. The purpose of these Guidelines is to provide applicants information about the basis on which existing program components will be evaluated in terms of satisfying criteria for performance in the proposed statewide system.

Selection of individual sites will be based primarily on the commitment of a facility to bring its operation into coordination with the proposed state system, rather than on the degree to which its program already resembles the proposed system. That is, be honest in your assessment of your present activities in each of these areas. Final selection will be based on the accuracy of the description of your existing program when compared with observations of your operation by the site-selection committee from the State Demonstration Staff, who may visit your facility.

1. Resource File

   Describe your agency's resource file.

   a. How often is it updated (approximately how many months between updates)?

   b. When was it last updated?

   c. Approximately how many entries are included in your agency's current resource file?

2. Information Giving

   a. Approximately how many individuals are served per week by your agency through information and referral to other services?

   b. Do you have records of information requests?

   c. If you do have records, what are the three major areas for which you receive requests for information?

3. Referral

   a. Describe your referral procedures.

   b. On the average, how many referrals do you make per week?

4. Follow-Up

   a. Describe the follow-up procedures used by your I & R program.

   b. How many inquiries receive follow-up services per week?

   c. On what basis do you decide to follow-up?

5. Escort

   a. Does your facility provide transportation for individuals to get to other service agencies?

   b. If so, describe your program, including costs, who you serve, and how dependably you are able to provide this service.
      (1) Is the escort service operated by volunteers; paid for by your facility; or a combination of both?

   c. Do you arrange for a companion to accompany individuals to service agencies to help them fill out forms, etc.?

   d. Approximately how many people per week receive escort services from your facility?
      (1) Transportation
      (2) Companion

   e. Is there any limitation as to the frequency with which you provide escort to any one client (e.g., transportation for regular clinic appointments available)?

6. Outreach

   a. Describe outreach services provided by your agency.

   b. How long have you provided outreach services?

   c. Is outreach seen as a continuing program with your agency?

D. Reporting and Record Keeping

1. Describe in detail the kinds of records you currently keep and the reports that you prepare. Indicate which records and reports are mandatory, and for whom the mandatory records and reports are kept (e.g., for your board; a regulatory agency; the public; for internal staff use; etc.).

2. Include copies of all record-keeping forms that are currently used at your agency.

3. How frequently are reports prepared and records filled out?

   a. Reports

   b. Records

4. Whose responsibility is the preparation of different reports and maintenance of specific records?

E. Staffing

1. How many staff (including volunteers) do you have working in each of the above areas? Indicate full-time (FT) or % part-time (e.g., 35%).

2. Describe background of these staff, including special training they have received in these areas.

F. Relationship of I & R Services (Including Escort, Follow-Up, and Outreach) to Other Agency or Organizational Programs and Activities

1. Indicate proportion of staff time spent in the area of I & R activities as compared to other agency activities (list proportion by specific I & R function, e.g., % time spent on resource file maintenance, % time in giving information, etc.).

2. If you currently do not provide all of these services at your agency, how compatible would they be with your agency's service objectives if they were to be provided in the future?

G. Coordination with Other Community I & R Services

1. List other I & R programs in your community that you know about.

2. Is it possible that introduction of the State program through your agency would duplicate the services of existing programs in your community?

3. Do you currently coordinate your I & R efforts with those of the agencies listed under #1 above?

4. If your answer to the preceding question is "Yes," describe what you do to coordinate your program with each of the agencies listed in #1.

5. If your answer to question #3 was "No," describe how you would go about coordinating the new program with other programs.

H. Resources

1. Give dollar amounts for cash and in-kind resources that your agency is currently spending in the various I & R activities (indicate in-kind by a K in front of dollar figure, e.g., K$2000).

2. What additional resources would be needed to coordinate your present program with that being planned by the state?

3. What proportion of these additional resources can your agency supply, in terms of cash or additional in-kind support, that could be used to enable your county to purchase these services?

4. What is your county's reaction to contracting with your agency to provide these services?

I. Capability to Undertake the I & R Program

1. Agency eligibility requirements with regard to provision of I & R services:

   a. Are there potential client groups to whom your agency could not provide any of the above I & R services (e.g., restrictions because of age, geographic area of residence, or income level)?

   b. Do you currently restrict provision of these services to any potential clients?

2. Compare your agency's current I & R activities with the proposed State I & R program.

   a. What components of the proposed range of I & R services (as described in the "Definitions" section of these Guidelines) are currently being provided by your agency? (Check those services you currently provide.)

   b. What modifications would be necessary to bring each component into coordination with the procedures recommended by the State?

   c. If your agency is not currently providing all I & R components included in the State's model, which additional components would you want to add to your current program? (Check desired components.)

d. What effect would participating in the coordinated statewide I & R network have on your existing program?

e. List any other agencies in the area you serve which are currently providing I & R services (as described in the "Definitions" section of these Guidelines).

f. How would your participation in the program affect your relationship with other I & R programs serving the same area which you would be serving?

3. Project staff:

a. If your agency were selected to participate in the coordinated network, do you have present staff that could be assigned to the full-time positions described in the project outline?

b. What kind of volunteer support do you anticipate being able to obtain for operating the agency's I & R program?

4. Timetable:

a. If your agency were selected to participate in the coordinated I & R network, would you be able to adhere closely to the proposed timetable?

b. List potential problems that might prevent you from meeting the deadlines as stated in the timetable.

c. What modifications in the timetable do you suggest?

J. Summary Table for your Agency's I & R Activities

QUESTION	RESPONSE
RESOURCE FILE	
1. Does your agency have a resource file?	
2. When was it last updated?	
3. How often is it updated (approximately how many months between updates)?	
4. Approximately how many entries are currently included in your agency's resource file?	
INFORMATION GIVING	
5. Approximately how many individuals are served per week by your agency by information and referral to other services?	
6. Do you have records of information requests?	
7. If you do have records, what are the three major areas for which you receive requests for information? (a) (b) (c)	
REFERRAL	
8. On the average, how many referrals do you make per week?	
FOLLOW-UP	
9. How many inquiries receive follow-up services per week?	

J. (Continued)

QUESTION	RESPONSE
ESCORT	
10. Does your facility provide transportation for individuals to get to other service agencies?	
11. Do you arrange for a companion to accompany individuals to service agencies to help them fill out forms, etc.?	
12. Approximately how many people per week receive escort services from your facility? (a) Transportation (b) Companion	
OUTREACH	
13. How long have you provided outreach services?	
14. Is outreach seen as a continuing program within your agency?	
COORDINATION	
15. List names and addresses of other agencies providing I & R in your community.	a. b. c. (use additional sheet if necessary)
16. Would the State I & R program duplicate services of other agencies in your community?	
17. Do you currently coordinate your I & R efforts with those of other agencies (a)? Which ones (b)?	a. b.
18. How do you or would you coordinate your I & R activities with those of other agencies (e.g., cross-referrals; share resource file information; "hotlines" to other agencies; etc.)?	

J. (Continued)

QUESTION	RESOURCE FILE	INTER-VIEWING & INFORMATION GIVING	REFERRAL	FOLLOW-UP	ESCORT	OUTREACH
1) How frequently are reports prepared and records filled out?						
2) How many staff (including volunteers) do you have working in each of the above areas?						
3) Indicate proportion of staff time spent in the area of I & R activities.*						
4) Are there potential client groups to whom your agency could not provide any of the above I & R services? **						
5) Do you currently restrict provision of these services to any potential clients?						
6) What components of the proposed range of I & R services are currently being provided by your agency? (Use ✓)						

* list proportion by specific I & R function, e.g., % time spent on resource file maintenance, % time in giving information, etc.

** For example, restrictions because of age, geographic area of residence, or income level.

J. (Continued)

QUESTION	RESOURCE FILE	INTER-VIEWING & INFORMATION GIVING	REFERRAL	FOLLOW-UP	ESCORT	OUTREACH
7) If your agency is not currently providing all I & R components included in the State's model, which additional components would you want to add to your current program (use ✓)?						
8) Give $ amounts for cash and in-kind resources that your agency is currently spending in the various I & R activities.*						
9) What is your county's reaction to contracting with your agency to provide these services?						
10) If your agency were selected to participate in the coordinated I & R network, would you be able to closely adhere to the proposed timetable?						
11) If your agency were selected, do you have staff that could be assigned to the full-time positions described in the outline?						

* Indicate in-kind by a K in front of $ figure, e.g., K$2000.

Appendix C: Structured Interview for Proposed I & R Center Sites

Appendix C contains the structured interview used in the visitations to applicants who wished to sponsor a WIS Information and Referral Center.

Structured Interview for Proposed I & R Center Sites

Area Site: _____ **Date of Visitation:** _____

I. Center Site

A. Location:

B. Parking:

C. Office Size:
   1. Separate location Yes ☐ No ☐
   2. In present office Yes ☐ No ☐ Other ☐

II. File

A. Extent of present file coverage:

B. How often up-dated?

C. Where located?

D. Where would you locate the I & R files?

E. Where would you locate the desks and telephones?

III. Furniture

Item	Will Furnish	Will Need
Desks		
Files		
Typewriters		
Calculators		
Others		

IV. Telephones

V. Financing

A. Applicant's contribution:
   Kind:
   Cash:

B. Need from I & R Project:

VI. Personnel

A. Within the agency:
   1. Number:
   2. Positions:

B. Required to hire:
   1. Number:
   2. Positions:

C. What wage level would be required for those positions?
   1. Within the agency:
   2. To hire:

D. Hiring policies:
   1. Local:
   2. Outside help:
   3. What housing available for hired outside help?

VII. Do you anticipate using volunteers?

A. How many?
B. In what capacity?

VIII. What I & R programs do you perform?

IX. What governing board do you anticipate this program to function under?

What will be the chain of command?

X. How long will it take to have the project operational?

XI. Are you willing to extend the program to follow-up, escort and outreach activities?

Yes ☐ No ☐

Appendix D: Description of Area Served by Each Center *

Included in this appendix are descriptions of individual centers and the network as a whole.** A summary table of characteristics of center areas is presented on the next page.

* These materials are taken from the "Economic Profile" series developed for each county in Wisconsin by the Department of Business Development, 123 West Washington Avenue, Madison, Wisconsin 53702. Complete copies of these Economic Profiles are available from the Department.

** Data in center descriptions on population, area, population density, and percent of population living in "urban" areas are based on Bureau of the Census statistics (1970 Census).

Summary of Number of Counties Served, and Center Area Population, Areas, Population Density, and Percent of Population Living in "Urban" Areas

Center	Number of Counties Served	Size of Population Served	Total Land Area Square Miles	Population Density (Persons Per Square Mile)	Percent of Population Urban*
01	3	349,728	2,737	128	68%
02	1	131,970	721	183	75
03	3	74,591	2,198	34	28
04	3	71,419	2,285	31	30
05	4	119,631	3,092	39	42
06	5	94,136	5,819	16	48
07	4	72,352	3,978	18	31
08	1	158,244	524	302	82
09	1	82,294	590	139	60
10	2	153,571	1,614	95	52
11	2	291,425	1,119	260	75
12	3	122,137	2,258	54	47
13	1	1,054,063	237	4,448	100
Total Network	33	2,775,561	27,172	102	75

* The percent of population living in urban areas includes those people in incorporated or unincorporated places of 2,500 or more, or other territory included in urbanized areas.

Center 01 The Madison center serves a three-county area with a total population of 349,728, an area of 2,737 square miles, and an overall population density of 128 persons per square mile. A metropolitan area in one of the counties accounts for over 200,000 of the area's population. Sixty-eight percent of the total three-county population live in "urban" areas,* mostly in the metropolitan area. The center is located in this metropolitan area and is sponsored by a Social Security Administration office.

* The percent of population living in urban areas includes those people in incorporated or unincorporated places of 2,500 or more, or other territory included in urbanized areas.

COLUMBIA COUNTY - A DESCRIPTION

Columbia County has a varied topography, with expanses of level to gently rolling land, but also with portions of rough land. The hills of the Baraboo Range reach into the town of Caledonia, in the western part of the county. Rising precipitously, 400 to 800 feet above the surrounding countryside, they are one of Wisconsin's most interesting topographic features. The fertile Arlington Prairie in the south-central part of the county contains some of the richest farm land in the state and the nation.

Columbia shares with Sauk County the Dells of the Wisconsin River. This is one of the star attractions of the entire Midwest. The direct economic impact is greater on the Sauk County side.

The county is one of the state's leading vegetable producers. Yet, about 80 percent of its farm income comes from sale of livestock--cattle and swine--and livestock products, notably milk. Cash income per farm of $19,000 is well above the state average. However, as is true in most parts of the country, the number of farms is declining, as is the percentage of land area in farms, while the average size and value per acre of farms are rising. The changes here since 1959 have been moderate, though, indicating the basic strength of county agriculture.

Manufacturing is ahead of agriculture as a source of employment for residents. In the post-war period relative gains were made over the rest of the state in such measures as number of employees and payroll. Growth has been steady but not rapid in recent years. There are 61 manufacturing jobs within the county for each thousand of population, against a statewide figure of 118 per thousand. Manufacturing is fairly well diversified, with foods especially important. Other leading industries are metalworking, textiles, apparel, shoes, and wood products. It is obvious that at the time of the 1970 census more residents had factory jobs than the jobs available in establishments within the county. Many were, no doubt, commuting to the Ordnance Works south of Baraboo (in Sauk County).

Columbia County grew moderately during the decade of the 1960's, increasing its population by 9.4 per cent. Early in the century, population declined slightly, then leveled off until about 1930, when it began a rise which has continued up to the present. County population, in comparison with the state as a whole, is somewhat below average in the percentage in the prime working ages of 18 to 44. During the 1950's an estimated 1,378 more persons moved out of the county than moved in, but immigration is indicated for the 1960's.

Service industries also employ a relatively large share of county residents. The tourist industries in the Wisconsin Dells and Lodi areas, as well as opportunities for employment in services at the state capital, in neighboring Dane County, have also been important determinants of county population growth. The percentage of county residents engaged in service type jobs is close to the state average.

Median family income is fairly high, $9,668 against $10,068 for the state. But the higher state figure is raised substantially by a few heavily urbanized districts, and Columbia ranks well above many parts of the state in buying income.

Retail trade is strong. With .91 per cent of the state's population, and .82 per cent of state buying income, the county has 1.07 per cent of the state's retail sales. Per capita sales of $1,893 are higher than the state average of $1,577. Tourists and cottagers help to swell the sales figures. Retail lines that stand out strongly relative to state totals are in the lumber-hardware-farm equipment, automotive, gas stations, eating-drinking places, and drugstore categories. Wholesale trade expanded between 1963 and 1967. Service industries reported well over 8 million dollars in receipts in 1967. Recreational spending is noteworthy.

About 17 per cent of the county is woodlands, compared with 43 per cent statewide. Oak, maple, and elm are among the leading species. The sandy northwestern section has some pine. The Portage area is a major producer of sandstone for industrial uses.

A joint section of Interstate highways 90 and 94 runs diagonally across the western portion of the county. I-90 provides a direct superhighway to Chicago, while I-94 links Milwaukee and the Twin Cities. Rail service is provided by the Chicago & North Western and the Milwaukee Road. Scheduled air service is available at Madison.

At one time the county had a canal connecting the Wisconsin and the upper Fox rivers. At the city of Portage the two rivers are separated by about a mile and a half. This was the principal portage on the important early water route linking Green Bay, on the lower Fox, and the Mississippi.

DANE COUNTY - A DESCRIPTION

Dane County, the seat of Wisconsin's state government and state university, is the second most populous county, and one of the fastest growing. In the decade from 1950, population increased by 31.1 per cent, a little over double the state's increase. During the 1960's the increase was almost 31 per cent. While 80 per cent of the land area is in farms, population density is a relatively high 242 per square mile, indicating the presence of numerous cities and villages.

Looking at the age distribution of the population, it is seen that, when compared with the rest of the state, the county has a "shortage" of persons under 18 years of age, and a large "surplus" of persons in the 18 to 44 group, then a "shortage" again in the 45-64 and 65 and older groups. The attractiveness of the county is illustrated by a net inmigration of 29,000 persons during the 1960's. University students are part of the inmigrants, and they are the chief reason for the large 18-44 year old bulge. There are more than 20,000 basically nonresidents at U.W.

Median family income of $11,263 is substantially higher than the state average. With 6.57 per cent of the state's population, Dane County has 6.87 per cent of the buying income. Counting students in the population deflates this figure.

The county is a net importer of labor; that is, substantial numbers of jobs are filled by persons who live elsewhere and commute to Dane County. Nearly 4,000 commuted to factory jobs, according to a 1960 estimate, but this seems to be changing, and more commuters are white collar.

In addition to the state government and the university, the number of service jobs is swelled by the presence in the county of numerous federal workers, in such establishments as the Forest Products Laboratory and the Veteran's Hospital. Further service workers are found in insurance--several insurance companies have headquarters in Madison--and in regional sales offices. Altogether, service jobs account for 73 per cent of the employment of Dane County residents, against 52 per cent statewide.

While less important, manufacturing is the second largest employer. Farming accounts for only 4 per cent of the jobs held by residents.

Despite the relatively small number of persons engaged, agriculture makes an important contribution to the county's economy. Dane is first in rank among all Wisconsin counties in farm income; it leads also in cropland harvested. The county has much high grade farm land, and its location gives it a comparatively long growing season for crops like corn.

As elsewhere, the number of farms is decreasing, the average size of farms is increasing, and the value of land has gone up. Average sales per farm at $20,000 are well above the state average. Dairy products are the single most important source of farm income, as is typical of Wisconsin, but the county lies within the corn belt, and swine and beef cattle are important, also.

Topographically, the county comprises both glaciated and driftless (or "old" drift) terrain, which means that part of the land is rolling and open, and part is hilly, cut by steep valleys. The western part of the county is hilly. Lakes are present in the glaciated portions; the two largest, both at Madison, are Mendota and Monona.

Only 10 per cent of the land area is in woodlands. Among common trees are oak and elm. Large volumes of sand and gravel are produced, and also crushed limestone. There are deposits of high grade silica sand.

The volume of retail trade is high. The county has 7.22 per cent of the state's sales, with only 6.57 per cent of the population. Per capita sales were $1,795 in 1967, compared with the state average of $1,577. Especially strong are the apparel and general merchandise categories. The county also has a substantial wholesale trade volume.

Products made by Dane County manufacturers, range from meat packing to surgical and medical instruments. Manufacturing is relatively less important in Dane County than in the state as a whole, accounting for 58 jobs per thousand residents, against 118 statewide. Nevertheless, the county has a varied and fast-growing industrial base. The county has witnessed the opening of several firms in the past few years. The presence of the university, with its scientific community and facilities, as well as the cultural advantages offered, has attracted several research organizations and manufacturers of technical equipment.

Dane County's transportation system is outstanding--the I-system, rail, pipelines, and a major airport (Truax) at Madison.

IOWA COUNTY - A DESCRIPTION

Iowa County, rich agriculturally, lies in a scenic area of southern Wisconsin. The degree of industrialization is light, and most of the manufacturing was until recently related to the processing of farm products. Agriculture is by far the largest employer of labor.

This is a region of villages and small cities. Population density is only 25 persons per square mile, compared with a statewide average of 81. Following a long decline, population during the 1950-60 period remained virtually unchanged at just under 20,000. The natural increase was lost through outmigration. Some 2,850 more persons moved out of the county than moved in during the decade. During the 1960's a small loss was recorded, and net outmigration exceeded 2,000.

As is the case in most parts of the United States, the number of farms is declining. In Iowa County the number fell from 1,998 in 1959 to 1,554 in 1969. At the same time the average size per farm rose from 227.5 acres to 251.6. Twenty-seven per cent of the jobs held by residents are in agriculture, compared with 13 per cent in manufacturing.

The fertility of the soil and the length of the growing season are reflected in the sales per farm, which average $21,000 against $15,000 for the state. Diarying, while important, is less so, relatively, than in many Wisconsin counties, since Iowa County lies within the northern limits of the corn belt and produces substantial amounts of swine and beef cattle.

The northern boundary of Iowa County is the Wisconsin River, once an important transportation route, and today used extensively by pleasure boaters. The city of Mineral Point was an important lead-mining center two decades before Wisconsin was admitted to statehood. Highway 18 crosses the county east to west, following the Military Ridge, the location of an early military road. Ridges, valleys, and extensive uplands are typical of this region.

Some 25 per cent of the land area is in woodlands, principally the hardwoods, red oak, white oak, and hickory.

Median family income trails the state average. With .44 per cent of Wisconsin's population, the county has only .35 of the state's buying income and .42 per cent of the its retail sales. Compared with other rural sections of the state, the income picture is much more favorable. The strongest retail lines are lumber-hardware-farm equipment. Some shopping is done in neighboring Dane County (Madison), where stores are larger.

The principal mineral products of Iowa County are crushed limestone, sand, and gravel. Lead and zinc production fluctuates widely because of the instability of prices. Large amounts of the ores are available in Iowa County and in the region. These deposits have been worked in times of strong demand.

Manufacturing activity has shown noteworthy growth just recently. As mentioned, most of it is concerned with processing of agricultural products, but several successful factories are operating in non-agricultural fields, and there is no reason why others could not make use of local labor. At present, several hundred residents commute to factory jobs outside the county. The new plant at Dodgeville making measuring instruments is the largest investment for some time. It hires mostly women.

Rail service is provided by the Chicago & North Western and the Milwaukee Road. Scheduled flights are available at Madison.

The early settlers came to Iowa County to mine lead. The first permanent white settlement dates from 1827. By 1829 numerous mines were operating around Dodgeville, Mineral Point, and Barneveld. The county takes its name from a tribe of Indians who lived in the locality. The population peak--24, 544-was reached in 1870. Since then, the trend generally has been down, except in 1930-40, and stationary in the 1950-60 period. It is hard to explain why a county so close to Madison could lose population during the 1960's.

Center 02 The Beloit center serves one county with a population of 131,970, an area of 721 square miles, and a population density of 183 persons per square mile. Three quarters of the population live in urban areas, most of them in two communities of 36,000 and 46,000 respectively. The center is located in the smaller of these two communities and is sponsored by the county Department of Social Services.

ROCK COUNTY - A DESCRIPTION

Rock County, on the Illinois-Wisconsin state line, is one of Wisconsin's most important industrial counties and also one of its leading agricultural counties. It lies in a growth area, and is in easy driving distance of the two great industrial and consumer markets of Chicago and Milwaukee.

Since about 1920, growth has been at a faster rate than in Wisconsin generally. During the decade of the 1950's, the county's population rose by 22.8 per cent, compared with a statewide increase of 15.1 per cent. In the sixties growth was about 16 per cent. Aside from the natural increase--the excess of births over deaths--the county has grown by in-migration: some 4,400 more persons moved in than moved out during the 1950's. This was reduced to about 2,400 in the 1960's. Population density stands at 183 persons per square mile, reflecting the high degree of urban industrial development.

Manufacturing is the largest employer of labor; it provides about 153 jobs per thousand of population, compared with 118 per thousand statewide. The most important manufactured products are automobiles, machinery, engines, shoes, and writing pens. There remains a surprisingly large number of plants that make soft goods, such as knit fabrics. Textile mills and food packers were a part of the local scene before the turn of the century. Many of these products are sold throughout the United States and the world. The county accounts for about 6 per cent of the state's total value added by manufacture.

A large establishment making truck trailers was closed early in the 1970's, but the plant is being occupied by two large national concerns. This is at Edgerton.

Rock County has two urban centers. Janesville, with more than 46,000 in 1970, is the largest place, followed by Beloit. They are served by the Milwaukee Road and the Chicago & North Western, with north-south and east-west lines, as well as by major highways. The Chicago-Twin Cities super-highway, I-90, runs the length of the county. Beloit and Janesville share a commercial airport.

Incomes compare favorably with those in other southeastern Wisconsin counties. Wages in manufacturing and farm incomes are above the state average. Retail trade is strong, despite the competition of stores in the Milwaukee and Chicago areas. The county's retailers serve neighboring counties in Wisconsin and Illinois.

Rock is an extremely productive agricultural county. Because of its location--in the Corn Belt--the output is more diversified than in the typical Wisconsin county. It ranks high in sales of whole milk, swine, cattle, and eggs, a feat duplicated by only a few other Wisconsin counties. Average sales per farm were $20,000 in 1969, against a state average of $15,000. Corn is the principal crop.

Compared with the state as a whole, the county is lightly forested. Only 7 per cent of the land is in woodlands, compared with a state average of 43 per cent. The principal species are hardwoods. The terrain is rolling, and much of it is scenic. Tremendous quantities of sand and gravel are shipped out. A great underground sea is associated with the alluvial deposits.

As is typical of most agricultural areas, the number of farms is decreasing, the average size per farm (190 acres in Rock County) is increasing, the value per acre is rising. Farm acreage is down less here than in most parts of Wisconsin.

Educational institutions in the county include Beloit College and Milton College, both four-year liberal arts schools. A University of Wisconsin branch campus (two-year) at Janesville was opened in the fall of 1966.

The county takes its name from the Rock River, which flows the length of the county, and on which are situated the two largest cities. Availability of water power was a factor in location of early-day industry. The region was opened to settlement shortly after the Blackhawk War of 1832, and Rock County was formed in 1836. The county, thus, is one of Wisconsin's oldest, as well as one of its most prosperous.

Center 03 The Reedsburg center serves a three-county area with a total population of 74,591, an area of 2,198 square miles, and a population density of 34 persons per square mile. The area is predominantly rural, with 28% of the population living in small urban areas. The center is located in the largest community in the area (5,000 persons) and is sponsored by a mental health counseling center.

JUNEAU COUNTY - A DESCRIPTION

Early settlers in Juneau County were interested mainly in timber. There were substantial areas of pine and dwarf oak on the sandy soils, and oak and maple on the rolling uplands of the southwestern section. Marsh grasses covered much of the county. Logs could be floated down the Wisconsin River, the Lemonweir, and the Yellow River. Necedah was an especially important logging center.

Agriculture followed closely behind lumbering. Wheat-raising was developed to an exceptional degree on the area of relatively level, sandy soils. Dairying developed as wheat production eventually declined. Today dairying is the largest source of farm income. Cranberries are a fairly important cash crop. At one time the area produced considerable quantities of potatoes and other vegetables. There are indications that irrigation and fertilizer may bring back this type of agriculture.

Juneau County has about the same population as it had in 1890. The 1900 peak was 20,629. Juneau County experienced trends common to much of Wisconsin, losing population in the 1920's, witnessing a back-to-the-land trend during the depression, then a loss in the 1950's. A small gain in the 1960's came as a surprise to almost everyone. It is estimated that about 3,400 persons left the county in the years between 1950 and 1960 whereas a small inmigration was recorded in the last decade. Population density is only 23 per square mile, compared with a statewide average of 81. The county has a relatively large number of residents more than 45 years of age.

Incomes average substantially below the state average. This is characteristic, of course, of rural counties. About 14 per cent of the employed were engaged in farming in 1970, compared with 6.5 per cent in the state. About 25 per cent were employed in manufacturing, as against 31 per cent in the state. This was a remarkable gain since 1960.

Since 1950 the number of farms has declined sharply, but data indicate slower losses recently. Now an estimated 37 per cent of all land is in farms. Cropland per farm has increased. Over the years much land reverted to forest, but now it appears as if trees may be giving way to vegetables. More than 380 farmers reported 100 days or more of off-farm work in 1969.

Almost 50 per cent of Juneau County has forest cover. Oak is predominant, but there is considerable jack pine, aspen, and elm. There is a limestone quarry near Elroy, and the county also has sand and gravel production.

Retail trade sales are comparatively high, near the state per capita average. A glance at the kind-of-business figures shows the importance of tourist and recreational businesses. Service industry receipts (including resorts, etc.) increased slightly from 1958 to 1967, as development on the new flowages proceeded.

Manufacturing grew noticeably between 1947 and 1958, again between 1958 and 1963, and very significantly between 1963 and 1967. The clothing plant at Mauston closed in 1971, making quite a difference. Yet, the overall situation is promising. The older food and lumber industries have been supplemented with significant new firms. The dry cell battery plant came before the 1950's, but several others located in the area within recent years. Late in 1965 a new plant began operations at Necedah, to employ more than 100 persons to make gaskets. Mauston is getting a new plant as this is being written.

Juneau County is witnessing growth of recreational facilities. It has had an active county park program, and encourages camping. More developments are expected on the Castle Rock and Petenwell flowages and elsewhere.

Transportation facilities are unusually good, probably explaining much of the recent job growth. The Interstate (90, 94) has been completed. The Milwaukee Road and the Chicago & North Western provide rail service. There are local airports, but scheduled flights are somewhat distant from all parts of the county. Some residents might go to Wisconsin Rapids, some to La Crosse, and some to Madison.

RICHLAND COUNTY - A DESCRIPTION

Richland County is one of the most agricultural of Wisconsin's 72 counties, like the other counties in the hilly upland section of southwestern Wisconsin. A large proportion of the land is in farms, and dairying is the chief source of income. There is a fair amount of cropland on the gently rolling ridge tops and in the valleys, including the bottoms along the Wisconsin River. Streams have dissected the limestone bedrock of this part of Wisconsin and left a scenic, hilly landscape.

The county seat and largest community, Richland Center, is about 61 miles northwest of Madison. Although Richland Center grew by about 340 during the last decade the county as a whole lost about 600 persons in that period. The population peak was experienced before World War II. The 1970 density is 29 persons per square mile, which is typical of an agricultural area.

Richland County residents have an age pattern unlike the state's but like those of similarly situated counties, which is briefly this: relatively more old people and fewer persons in the late teens to middle-aged group. Outmigration takes its toll largely from the youths. Over 4,000 more residents left the county between 1950 and 1960 than moved into it, but this was reduced to 2,600 in the 1960's.

Income levels are considerably below the state average, but not unlike those in the agricultural sections of western (and many other parts of) Wisconsin. The county's approximately .39 per cent of the state's population was estimated to have .29 per cent of the state's buying power. Retail sales in 1967, however, were about .40 per cent of Wisconsin's, or almost exactly average on a per capita basis. Strongest retail group was lumber, hardware and farm equipment. It would appear that Richland Center has relatively strong drawing power from outside the county for some kinds of shopper's goods.

Twenty-four per cent of the resident labor force was employed in agriculture at the time of the 1970 census, compared with 6.5 per cent in the state. There were probably no more than 650 factory jobs in the county, but 1,280 residents gave manufacturing as their type of work attachment at the time of the census. Several hundred Richland County residents were employed outside the county.

The 1969 Census of Agriculture counted 1,515 farms compared with 2,328 in 1950. This trend is found everywhere in this part of the nation, but decline in Richland County has been slower than some places. The percentage of land area in farms is higher than average for this section. Cropland per farm increased by 14 acres between 1950 and 1969, but it is still not a large amount. Dairying is the main source of income, and accounted for most of the increase in sales between 1959 and 1969. Average sales per farm are below the state average.

Twenty-eight per cent of the land area of Richland County is considered to have a forest cover. The leading species are red oak, white oak, and elm. There is considerable hard maple. Mineral production reported consists of crushed limestone and sand and gravel.

Richland County's factory employment has increased considerably in recent years. Milk products plants are the most numerous type of establishment, followed by logging and woodworking operations. One metalworking plant has been in operation for a number of years, and a foundry was obtained more recently. A maker of apparel began operations in Richland Center in 1961, and has expanded since the 1970 census was taken.

Richland County was created from parts of Sauk and Crawford Counties in 1842. The early settlers chose the name to indicate the character of the soil. The 1850's were the decade of rapid settlement. Farming more or less preceded lumbering in the county, but the railroads, coming about 1875-1880, gave a strong impetus to lumbering. After a period of general farming there was a concentration on wheat raising, then a transformation to a basically dairying economy. Specialty crops of early years included hops and ginseng. The county has a distinctly native-born makeup. Of the relatively few foreign-born counted in 1905 the Germans were the most numerous.

Richland County is served by the Milwaukee Road. The principal highway through the county is U.S. 14. State highway 60 along the Wisconsin River is a particularly scenic route. Scheduled flights are available at Madison or LaCrosse.

SAUK COUNTY – A DESCRIPTION

Sauk County has diversified resources in agriculture, manufacturing and recreation. The county's population remained almost stationary between 1910 and 1940, but in 1941 construction of Badger Ordnance began, and the growth ramifications of this facility were apparent in the 1950 Census. The powder plant was reactivated to some extent during the Korean War, but the 1950's witnessed a continuing readjustment to a lower level of jobs as the plant was put on a stand-by basis. An estimated 7,361 more persons left the county than moved in during the 1950-60 period. However, the current population is substantially above the pre-World War II level, and the current number of factory jobs is far beyond its prewar level. An exceptionally successful program of industrial development took up much of the slack created when Badger Ordnance was closed. In 1966 Badger was reopened.

Sauk County is one of the most scenic and geologically interesting parts of Wisconsin. The Baraboo Range is the dominant topographic feature in this section of the state. This ancient mountain range of red quartzite is related to the bedrock of northern Wisconsin and southern Canada. It rises abruptly 400 to 800 feet above the plain at its eastern edge. Glaciation over-riding part of the east bluff created Devils Lake by damming at both ends a pre-glacial stream. The combination of recreational and educational (geological) values created in this fashion has taken on national importance.

The Wisconsin River is another important physiographic feature. It provides hydroelectric power at Prairie du Sac and the dam at that point created Lake Wisconsin. Resorts and motels have grown up around Lake Wisconsin, but more noticeably in the Wisconsin Dells (Lake Delton) area.

Sauk County has a somewhat older population than Wisconsin as a whole. The population density is about 46 persons per square mile. Incomes are below the state average. Yet county incomes are typical of prosperous sections outside the metropolitan counties.

Retail trade is strong. One per cent of Wisconsin's retail sales were handled by Sauk County stores in 1967, though buying power was estimated to be only .78 per cent of the state total. Eating and drinking places, gas stations and the lumber-hardware and farm equipment group were among those with relatively high sales; this reflects tourist and resort activities. Baraboo was the birthplace of the Ringling Brothers circus and several smaller ones; the city has a Circus Museum.

Farm numbers declined from 2,495 to 2,044 between 1959 and 1969, while some 40,000 acres were retired from agriculture. Remaining farms became larger and cropland per farm increased as well. Dairying is the chief source of farm income, but there is good corn land in the county and hogs and beef cattle are well represented among the income sources. Sales per farm were higher than the state average in 1969.

Less than one-third of the land is considered to have a forest cover. Leading species in this area include red oak, white oak, and elm. Sauk County has more mineral production than do most Wisconsin counties. Quartzite for ballast and abrasives has been produced for several generations. Crushed limestone and sand and gravel are other products at this time. Iron ore was taken from the county in earlier years.

The present manufacturing activity is quite well diversified, including milk products plants, canneries, and wood products plants using mainly local materials. The county had substantial employment in textile (esp. woolen) mills and in garment industries for decades. Recently there has been an influx of new plants in fields such as electrical parts and plastics.

Rail service is provided by the North Western Railway and by the Milwaukee Road. The interstate (No. 90 and No.94) cuts across the northeastern part of the county. U. S. No. 12 and No. 14 and state highway No.33 are other major roads. Scheduled flights are available at Madison.

Settlement in this area began in the late 1830's, and most of the early settlers located in prairie sections, particularly the rich Sauk Prairie. This had been the home territory of the Sac or Sauk tribe. A trend from general farming to wheat farming to dairying can be traced in this county, as in most of Wisconsin. Sawmills and gristmills were part of the scene in earlier days.

Center 04 The Cashton center serves a three-county area with a total population of 71,419, an area of 2,285 square miles, and a population density of 31 persons per square mile. The area is predominantly rural, with 30% of the population living in small urban areas. The center is located in a senior citizen craft center in a community of less than 1,000. It is sponsored by a Community Action Program.

CRAWFORD COUNTY - A DESCRIPTION

Crawford County is situated on the Mississippi. The county seat, Prairie du Chien, is about 225 miles, by river, below St. Paul, and about 500 miles upstream from St. Louis. It is approximately 100 miles west, by highway, from Madison. The county is part of scenic southwestern Wisconsin. Rolling ridges and narrow valleys form the characteristic landscape. The area has a great deal of historical interest, because of early French settlement and successive struggles for control by French, British, and American forces, with their Indian associates.

Crawford County remains rural in character. The population density, 26 persons per square mile, is typical of an agricultural section with little industry. Population declined between 1960 and 1970. It had peaked in 1940. Decline in farm population accounts for most of the decrease since 1940. Some rural trading centers are feeling the effects and getting smaller.

The Crawford County population has a higher median age than the state's, and is low in the proportion of persons 18-44. Fertility is relatively high. Outmigration of 3,728 in the 1950's represents a severe rate of loss, and the 1960-1970 experience was more of the same–2,400 loss.

Incomes are substantially below the state average, and below most rural counties in western Wisconsin. With about .35 per cent of the state's population the county is estimated to have had .26 per cent of the state's buying income in 1970.

Agriculture employed 28 per cent of the residents in 1970, compared with 6.5 per cent in Wisconsin as a whole. Only 685 persons reported that they worked in manufacturing. There are about 600 factory jobs in the county. The decrease in factory workers from 1960 to 1970 was quite noteworthy. This area does not provide many opportunities to those who might want to live here and commute to jobs.

Crawford County, despite its hilly terrain, has a relatively high percentage of its land in farms, but this declined from 90 to 80 per cent between 1950 and 1969. Farms are growing in size, to an average of some 242 acres, but cropland tends to be relatively small–understandable in this type of topography. Pasture lands are utilized by both dairy cattle and beef cattle in this area–beef much more important in the farm program here than in most of Wisconsin. However, recently dairying seems to be on the increase. The Gays Mills community in Crawford County is an important apple-growing center. There are about 75,000 apple trees–second to Door County.

Over one-third of the county, some 132,000 acres, has tree cover. Leading species are red oak, white oak and elm. There seems to be a surplus of sawtimber at this time, a condition characteristic of the western Wisconsin uplands. Mineral production is limited. Limestone (dolomite) outcrops over much of the county.

Retail trade is fairly strong, partly due to tourist travel. Service industries also stand out. The bridge at Prairie du Chien is a significant channeler of travel, as is the steep bluff above the Mississippi River that channels highway traffic along the river. Eating and drinking places are comparatively large gainers from tourism, the retail figures show. The automotive sector is the strongest.

Manufacturing jobs are about 35 per thousand population, compared with 118 in the state. There are many small foods industries, mostly cheese plants. Wood-products plants are numerous, and some are of fair size. The 1967 Census of Manufactures counted fewer establishments than the 1963 one. Employment declined with the closing of a sizable stamping plant. The new 3M plant has been a major addition and support to the area. As this is being written a news release tells of the closing of a sizable cooperage plant.

Prairie du Chien is one of the oldest settlements in Wisconsin. Marquette and Joliet were among the first white visitors. French settlers bought land from the Indians and started the first permanent white settlement in 1781. French influence (land surveying, culture) remained strong in this area, even when the British nominally took over. Historical interest is combined with architecture of an earlier period to make Prairie du Chien a tourist attraction. The Villa Louis, home of Hercules Dousman, a fur trader and promoter, is chief of these attractions.

Rail service is provided by the Burlington-Northern (Chicago-Twin Cities) and by the Milwaukee Road (from Prairie du Chien to Madison and beyond). The Great River Road (State No. 35) follows the River, and U.S. No. 18 is a major east-west highway. There is a barge terminal at Prairie du Chien. Commuter flight service is available at Prairie du Chien.

MONROE COUNTY - A DESCRIPTION

Monroe County, in west-central Wisconsin, owes much of its past development to transportation systems, and its economic future is buttressed by recent federal highway developments. Interstate highways 94 and 90 follow two long established natural thoroughfares. The La Crosse River provides a natural east-west roadbed in this hilly section of the western Wisconsin uplands. Mainline rail lines and highway systems that connect the Great Lakes with the prairies to the west make use of this corridor. Also, heavy-duty rail and highway traffic between Chicago and the Twin Cities follows the western edge of Wisconsin's central sandy plain, which extends into the northeast quarter of Monroe County. Sparta, the county seat, is 114 miles northwest of Madison and 152 miles southeast of St. Paul, Minnesota.

Transportation provides a greater proportion of jobs in this county than in the state, but is much less important than in an earlier day when Tomah had major rail shops (Chicago & North Western).

A large part of Monroe County (the north-central part north from U. S. highway 16) is occupied by the Camp McCoy military reservation. An important training camp during wartime, its peacetime use is mainly for training reserve units during the summer season. The economy of the area has long felt the ebb and flow of income associated with this facility.

County employment is heavy in service jobs, many at the Veterans Hospital and, seasonally, at Camp McCoy. Fifty-eight per cent of county residents were employed in services at the time of the 1970 census. Nineteen per cent of county residents work in agriculture, while agriculture accounts for only 6.5 per cent of state employment. Manufacturing gave work to 12 per cent of county residents, while providing 31 per cent of the jobs in the state. This indicates some gain over the state in the last decade.

Median family income is well below the state average, but it is above the general average for the western uplands section of the state. Although the county has a large number of farms, it is relatively less dependent on farm employment than most of its neighbors are.

County population reached a peak of 31,610 in 1970. There has been little change since 1900. The median age (half older, half younger) was 30.6, which is noticeably above the state average of 27.2. The Veterans Hospital at Tomah (Federal) has a relatively large number of older people who would be allocated at least in part to Monroe County. Children at the Wisconsin Child Center (Sparta) would be similarly counted. It is estimated that 5,009 more persons left Monroe County than moved in, 1950 to 1960, but this was pared to 2,327 in the sixties.

With .72 per cent of the state's population, Monroe had only .62 per cent of state income available for consumer spending. Yet retail trade is relatively strong in Monroe County. Sales in 1967 were about .66 per cent of the state total. The importance of tourism and business travel is clearly revealed in the data for gas stations and eating and drinking places. Groups such as general merchandise and furniture (etc.), ordinarily called shoppers goods, are evidently held down by competition from such retail centers as La Crosse.

The 1969 Census of Agriculture counted 1,883 farms, compared with a total of 2,453 in 1959. Only 63 per cent of the county is now in farms. Large acreages are occupied by Camp McCoy and the Central Wisconsin Conservation Area. Following national trends, farms have become larger as numbers have declined. Dairying is the predominant source of farm income, which is below the state average per farm.

The county has been an important butter-making location since the 1880's. In the transition from pioneer general farming to dairying, there was a period of emphasis on wheat, but also a great deal of interest in tree fruits, strawberries, and other horticultural specialties.

About 37 per cent of the county is considered to have a forest cover. Leading species are oak of various kinds and jack pine.

Monroe County lies mainly in the southwestern Wisconsin upland region. The northeastern part of the county is a sandy plain, part of Glacial Lake Wisconsin. Isolated limestone-capped hills, often butte-like, rise 100 to 300 feet above the level plain, lending scenic interest to the region.

Scheduled flights are available at La Crosse.

VERNON COUNTY - A DESCRIPTION

Vernon is one of the most completely agricultural of all Wisconsin counties. It has a landscape characterized by generally narrow ridges and valleys. The sides of the valleys are usually steep and wooded. There are some broader ridges, such as the north-south one through the center of the county, on which Viroqua and Westby are located. This part of the county has an extensive area with black prairie soil, which accounts for a sizable tobacco-growing industry.

Population declined rather noticeably in this part of Wisconsin in the 1950-60 decade. Vernon County reached a peak population of 29,940 in 1940, after having had a nearly stable population since 1900. There was some tendency for former residents to return to this section during the Depression, but outmigration has been relatively large since 1940. Over 5,000 more persons moved out than moved into the county in the 1950-60 period. In the sixties this was reduced to about 2,000. The population losses were concentrated among youths and young adults, so that the proportion of residents 18 to 44 years of age is below the state average--though not unlike the proportion in most rural counties of Wisconsin. The proportion of older persons is considerably above the state average.

Incomes are a little low even for the southwestern Wisconsin upland section. The 1969 median family income was $6,652, compared with a statewide figure of $10,068. Retail sales in 1967 of county stores were .39 per cent of all Wisconsin sales. (The total county buying income was estimated at .41 per cent.) As is typical of counties of this type, the sales of lumber, hardware and farm equipment stores have been noticeably large, whereas general merchandise and furniture are groups that are relatively weak in sales.

Of all employed residents at the time of the 1970 census, 31.5 per cent were engaged in agricultural pursuits, compared with 6.5 per cent in the state as a whole. A total of 1,316 residents said they worked in manufacturing industries, but there were only 450 to 500 such jobs within the county. Thus, several hundred workers commuted daily or periodically to other counties of Wisconsin or to neighboring states.

The 1969 Census of Agriculture counted 2,503 farms, which was 712 fewer than in 1959. The average size of the farms has increased, and average cropland per farm has gained. Cropland per farm is still relatively small (about 60 acres), because of the hilly terrain. Dairying is the chief source of farm income, but beef cattle are another important source of income and tobacco is a significant cash crop. The average sales per farm are below the state average. About 660 farm operators reported that they worked off their farms more than 100 days.

Forested area is estimated to be 141,800 acres, or less than one-third of the county's land area. The principal species are red oak, white oak and elm. Mineral production consists mainly of crushed limestone (dolomite) for road construction and agricultural uses, and sand and gravel. Dimension limestone for building purposes is quarried periodically.

Manufacturing jobs in Vernon County are limited largely to food products (principally dairy) and lumber products. The processing of tobacco is an important industry locally, and some metalworking has been added to the industrial base. The NCR plant is a significant recent addition.

Settlement began after the Black Hawk War, a final phase of which is identified with the Bad Axe River section. The county was called Bad Axe originally, but the name "Vernon" was suggested to convey the impression of greeness that wheat fields (of the early decades of settlement) and trees gave the viewers. The county had a period of wheat raising before dairying took the predominant role, in the 1880's. The main immigrant group here was Norwegians.

The Burlington-Northern provides rail service to towns along the river, and the Milwaukee Road serves Viroqua and several other localities in the central part of the county. Important highways include U.S. 14 (Madison-LaCrosse) and the Great River Road (State 35). Scheduled flights are available at LaCrosse.

Center 05 The Eau Claire center serves a four-county area with a total population of 119,631, an area of 3,092 square miles, and a population density of 39 persons per square mile. Two of the counties are completely rural; in the remaining two counties, 42% of the people live in urban areas. There is one community of 45,000, and the center is located there. It is housed in a parks and recreation building which also houses a senior citizen center. The center is sponsored by a Community Action Program.

BUFFALO COUNTY - A DESCRIPTION

Buffalo County, on the Mississippi River in west-central Wisconsin, is in the state's scenic western upland section. Broad, rolling uplands and deep valleys provide the typical landscape. Irregularities of the landscape were not smoothed out by comparatively recent glacial action as they were over eastern and northern Wisconsin.

Although the county has considerable acreage in rough and hilly land the principal soil type (silt loam over limestone bedrock) is a productive soil. Farms are large and the rural areas have had a stamp of prosperity.

Buffalo County is one of many in this part of the nation that reached population peaks in 1900. The population loss of about 3 per cent from 1960 to 1970 was typical of this area. The main trading center, Mondovi, gained only 18 inhabitants.

Population density of 19 persons per square mile is lower than that found in most of the western Wisconsin uplands, reflecting a somewhat larger than average size of farm and also the still modest development of industry and services.

Buffalo County has both a larger proportion of children than Wisconsin as a whole has and a larger proportion of persons 65 years and older. The age group 18-44 is proportionately smaller. The birth rate is comparatively high. Net out-migration (the numbers that moved out compared with the numbers that moved in) amounted to about 1,600 between 1960 and 1970. Typically, young adults were most likely to move away.

Median family income is considerably below the state average. The income level fluctuates a great deal from year to year as determined by farm prices and farm output. Retail sales are about .22 per cent of the state total, while buying income was estimated to be .22 per cent of the Wisconsin total. The strong retail trade groups include lumber, hardware and farm equipment. Expenditures by visitors to Merrick state park are important. For shoppers goods, Winona, Minnesota, and Eau Claire probably more or less split the county from south to north.

The proportion of the 1960 resident labor force engaged in agriculture was about 28 per cent, while in Wisconsin as a whole only 6.5 per cent were so employed. The proportion in manufacturing, 16 per cent, was one-half the state average. It is obvious that far more than half of the factory workers were commuting to jobs in other counties. The comparative number employed in trades and other service was noticeably low. This is another indication of dependence of county residents on outside services.

The 1969 Census of Agriculture counted 1,264 farms, while 1,524 were reported in 1959. The land in farms is about 80 per cent of the total land area. Farms averaged about 100 acres of cropland in 1969. The high cash sales per farm ($17,000) reflect the large farm size and cropland acreage. Dairying is the leading source of farm income, but hogs and beef cattle are important. The poultry industry has gained, due to growth of turkey-raising. A total of 304 farm operators said they worked 100 days or more off their farms in 1969, compared with 250 in 1959. It is almost certain that commuting increased to other places, such as Winona and Eau Claire.

Manufacturing in Buffalo County is tied in about as directly as it could be with local raw materials. There is more milling of grain in the county than in most parts of Wisconsin. Logging and sawmill employment is now almost as large as that concerned with milk products.

Foresters estimate that 37 per cent of the land area has a forest cover. Red oak, aspen, white oak, elm, and hard maple are the leading species. Mineral production reported in 1968 included crushed limestone. Sand and gravel is available along certain of the rivers.

Buffalo County took its name from its main river, which French explorers apparently named for the buffalo that ranged there. The county was created in 1854. There were settlements, including a Swiss one, before that. Because much of the area was prairie in nature the homesteaders found it easy to prepare the land for cropping. There was some lumbering, but this area had little of the much-wanted pine. Raising of wheat reached a peak in the county by 1880, then the transition to dairying took place. In addition to German immigrants there were relatively large numbers of Norwegians and Swiss.

Buffalo County is serviced by the Burlington-Northern. The Green Bay & Western and the Milwaukee Road cross the southern tip of the county, and the Chicago & North Western serves Mondovi in the northeast part of the county. U.S. highway 10 crosses the northeast corner of the county, heading toward the Twin Cities. St. Paul is about 80 miles from Mondovi. The Great River Road, state highway 35, parallels the Mississippi Valley. Scheduled air service is available at Winona (commuter), or at Eau Claire and La Crosse.

EAU CLAIRE COUNTY - A DESCRIPTION

Eau Claire County, in the west-central part of the state, is mostly within the central sandy plains section, but it takes on some transitional characteristics in its central and southern portions, where limestone is the underlying bedrock and the landscape is more like that of the western Wisconsin uplands. The latest, or Wisconsin, ice stage did not reach Eau Claire County. The Chippewa River and its tributaries, especially the Eau Claire River, have developed a mature drainage pattern in the area.

Eau Claire is the principal city in this part of Wisconsin. It was a great lumbering center in earlier days. Fairchild and Augusta were also important sawmill towns. Eau Claire is about 88 miles from St. Paul and 185 miles from Madison.

Eau Claire County grew faster than Wisconsin between 1920 and 1950, but increased in population by only about 7 1/2 per cent in 1950-60, while the state was gaining some 15 per cent. Population growth picked up in the 1960's, as university enrollments increased. The density of population has reached about 104 persons per square mile, which can be taken to signify, in a general sense, that urban-type industries are providing a livelihood for at least twice as many residents as the older agricultural base does.

The 1950-60 period was one of noticeable shrinkage of industrial jobs. Despite growth of Eau Claire State University, whose students were generally counted as Eau Claire residents, the evidence points toward migration losses totaling some 4,600 persons. In the 1960's the more rapid gains in the student population led to net inmigration.

Income levels in Eau Claire County are estimated to be slightly below the average for Wisconsin. The proportion of people with incomes over $10,000 is somewhat below the state average. Few parts of Wisconsin outside the southeastern counties approach this income level. The reason is easily identified to be the wage levels in the rubber plant and the paper companies, with ramifications, no doubt, throughout the Eau Claire community.

The 1970 census indicated a rather unusual labor force composition. About 26 per cent of the employed residents gave manufacturing as their work at the time of the 1960 census, but this was down to 22.5 per cent in 1970. The striking fact was the concentration in "other services" of 61 per cent of all workers. This would reflect in part the modest number of factory jobs, but it also shows the importance of Eau Claire as a regional commercial center.

Between 1950 and 1969 the number of farms decreased from 2,080 to 1,244, and about 60,000 acres were taken from farming. (Definition changes caused a part of this decline.) Dairy farming is the predominant type. The broiler business is fairly sizable. Average sales per farm are characteristic of this part of Wisconsin, but below the state average.

Foresters estimate that 38 per cent of Eau Claire County has a tree cover. The leading species are oak, jack pine and aspen. Sand, including sand for industrial uses, and gravel are the only mineral products reported in 1968.

Retail sales in Eau Claire County are comparatively strong. Wholesale trade is relatively large, showing again the commercial importance of Eau Claire. The retail sales were relatively highest for general merchandise stores, a standard measure of trading center status.

The Eau Claire community experienced a significant shrinkage of factory jobs after 1945. National Presto Industries had a large build-up during World War II and for some time thereafter in fabricating aircraft parts, in addition to its cookery products. A large share of this employment was in a plant located in Chippewa County, within the northeast suburbs of Eau Claire. Several hundred administrative employees, allocated to the Chippewa County work force, were all that remained for several years. Presto has a work force of almost 3,000 at this time (May 1972), making artillery shell casings.

Eau Claire County's name was taken from a tributary of the Chippewa River. Lumbering dates from the 1840's, and reached a peak at Eau Claire about 1880. Farming, mainly to supply lumber camps, began in the 1850's. Wheat raising achieved major importance, since part of the area was prairie in character and wheat could be taken by boat to the growing cities on the Mississippi River. Dairying largely replaced cash grain farming as a source of farm income. The city of Eau Claire has a large proportion of residents of Norwegian background.

Rail service came to Eau Claire in 1870, and the city since then has been an important terminal on the Chicago & North Western system. The Milwaukee Road follows the Chippewa valley. Eau Claire has important highway connections, especially U.S. 12 and Interstate 94. There is scheduled air service at Eau Claire.

JACKSON COUNTY - A DESCRIPTION

Jackson County, named in honor of Andrew Jackson, was created from La Crosse County in 1853. Lumbermen had already entered the area and had begun to harvest the pine. Farm settlement began in the 1850's, and farmers found a ready market in the lumber camps. Wheat farming followed, but by the 1880's dairying took over here, as it did generally in Wisconsin. The 1905 Census of Wisconsin showed a relatively large Norwegian ethnic group, but even then 69 per cent of the residents were Wisconsin-born.

The county's industry was for many decades tied to its agricultural and forest resources. Relatively new plants at Black River Falls now supplement the earlier industrial base, and account for noteworthy employment gains in recent years. Yet there were still only 33 factory jobs per 1,000 population in 1969.

A population peak of 17,466 was reached in 1920. The greatest decline came during the 1920's, at a time when many of our rural counties saw heavy migrations off farms. The 1950-60 decline of about 6 per cent was the second greatest; about 2,500 more persons left the county than moved into it. Outmigration declined to 460 in the 1960's, and an excess of births over deaths led to a small gain in population. Losses were concentrated among youths and young adults, so that the county's age distribution shows a larger proportion of old people than does the state's. Population density of only about 15 persons per square mile reflects the extent of forested area, swamps and wasteland not devoted to agriculture.

East of the Black River, which roughly divides the county into two distinct physiographic regions, settlement is very sparse. This eastern region is a comparatively level plain, with generally poorly drained sandy soils and extensive marshes. In the western part of the county the soils are largely residual, derived from weathering of the underlying bedrock. The soils here are mostly of the greyish-brown silt loam variety generally found in southwestern Wisconsin.

Decline in farm acreage has been less noticeable in this county than in much of central and northern Wisconsin. Fifty-five per cent of the total area was in farms in 1940, and 42.5 per cent was still in farms at the time of the 1969 agricultural census. Numbers of farms have decreased considerably, and the average farm size has been over 200 acres since 1959.

Dairy products are the most important source of farm income, but other livestock products (including turkeys) are important. Jackson ranks third among Wisconsin counties as a producer of cranberries, and is a leading strawberry producer as well. Average sales per farm were below the state average in 1969.

In the 1970 Census about 800 residents gave manufacturing as their kind of work. Firms within the county probably provided not more than 600 jobs, so some residents must have been commuting to jobs in other counties. This is typical for this section. La Crosse and Eau Claire are probably the principal destinations of these commuters. About 15 per cent of the employed residents worked in manufacturing in 1970.

Median family income in Jackson County is estimated at about $7,970 compared with a state figure of $10,068. This is average for the southwestern Wisconsin upland section. Jackson County incomes increased rapidly between 1959 and 1969—far above the statewide gain.

Retail sales, 0.30 per cent of total retail sales in the state, are a little higher than would be expected on the basis of buying income, estimated at 0.28 per cent of the state total. This gives a clear indication of the importance of tourist trade. Gas stations, lumber-hardware-farm equipment, and eating and drinking places are strong groups, reflecting the tourist orientation.

Fifty-four per cent of the county is forested. Oak is the predominant species. There is a great deal of jack pine and aspen. Some sand and gravel is produced.

The county has significant recreational resources, though it has relatively little commercial resort development. As this is being written (May 1972) plans for large-scale development were announced. Large acreages in county forests constitute a prime deer-hunting area. Extensive investments are being made in the Black River State Forest to provide for camping and other uses.

The county is crossed by interstate highway I-94. Railway transport is provided by the Chicago and North Western and the Green Bay and Western. Scheduled flights are available at Eau Claire and other about equally-distant places.

TREMPEALEAU COUNTY - A DESCRIPTION

Trempealeau County, in west-central Wisconsin, is part of the so-called "coulee" section of western Wisconsin's upland region. Narrow, tree-covered ridges and broad, rolling valleys are characteristic. Some of the bluffs rise 400 to 500 feet above the Mississippi River bottoms.

This scenic section is basically agricultural, but Trempealeau County has a larger number of factory jobs (66 per 1,000 population) than many western Wisconsin counties of similar topography. Trempealeau County has several communities that are well situated to draw agricultural raw materials from parts of adjacent counties. It has a population density of about 32 persons per square mile, which is above average for this section.

Trempealeau County reached its population peak (24,506) in 1920. There has been little change since 1900. There was practically no change in the 1960's. Inhabitants of Trempealeau County are older, on the average, than are Wisconsin residents, but a number of rural-type counties have a similar age distribution. Outmigration takes its toll mainly from young adults. Between 1950 and 1960 an estimated 2,820 more persons moved out of the county than in, but this was pared to 1,478 in 1960's.

Median family incomes were $7,391 in 1969, compared with a statewide figure of $10,068. The county figure is similar to the average in neighboring counties. Retail sales in 1967 were reported to be .52 per cent of the state total, while buying income was estimated to be only .41 per cent. This indicates a relatively strong commercial position. Tourism and recreational development in connection with such places as Perrot State Park apparently help to explain the strength of retail trade.

About 26 per cent of Trempealeau County's resident work force is engaged in agricultural pursuits. On the other hand, 22 per cent reported that they were employed in manufacturing when the 1970 Census was taken. The Wisconsin percentage in manufacturing was 31. Manufacturing jobs were reported by 369 residents in 1930 compared with 1,803 in 1970. Evidently there were about 1,500 factory jobs in firms located within the county; apparently several hundred residents commuted daily or periodically to areas outside the county. Doubtless Eau Claire and LaCrosse in Wisconsin and Winona in Minnesota provide many of these jobs.

The 1959 Census of Agriculture counted 2,423 farms and the 1969 Census reports a total of 1,908. More than 81 per cent of the entire land area is in farms. Cropland is now 83 acres per farm. Farm income is as high, on the average, as for all of Wisconsin. Although dairying is predominant, Trempealeau County has some large-scale broiler operations, and turkey raising is a source of income. Closing of a processing plant may have an effect on output.

Foresters estimate that one-fourth of Trempealeau County has a forest cover. The state is about 43 per cent forested. Leading species are red oak, white oak and aspen. Mineral production is small.

Trempealeau is among the counties that have gained manufacturing jobs. Jobs of the customary kind, involving processing of local farm products and of timber, grew in number. A farm equipment industry and two or three smaller plants give the county some nucleus in metalworking. A plastic products plant has become the largest employer.

Trempealeau County's name goes back to the early French explorers. They called the bluff above the Mississippi River "la montagne qui tremp a l'eau" (the mountain that is steep in water). Settlement, mainly by easterners, began in the 1840's. By the time of the Civil War Norwegian settlers came in large numbers, with some Germans, Irish, and others. There was not much interest in local timber--mostly oak, with scattered prairie openings. Wheat production gained rapidly as soon as land was broken. The village of Trempealeau was a major transportation terminal, where wheat was transferred from wagons to steamboats.

Dairy farming developed later in this section than in some places because the wheat-growing economy persisted. By the 1880's butter production took on importance, and the creamery was for long a key agricultural institution.

Trempealeau County is served by three rail lines: the Burlington-Northern, the Chicago & North Western, and the Green Bay & Western. The Great River Road, state highway 35, follows the base of the bluffs in this scenic area. U.S. highway 53 crosses the county north and south, joining La Crosse and Eau Claire, while U. S. 10, into the Twin Cities, is the major east-west road. Scheduled flights are available at Eau Claire and LaCrosse.

Center 06 The Ashland center serves a five-county area with a total population of 94,136, an area of 5,819 square miles, and a population density of 16 persons per square mile. Two of the counties are completely rural; 48% of the people in the remaining three counties live in urban areas, mostly in one community of 33,000. The center is located in a community of 10,000 which is about 60 miles from the larger community. It is sponsored by a Community Action Program.

ASHLAND COUNTY - A DESCRIPTION

Ashland County is in the northwestern part of Wisconsin. The Apostle Islands, which jut out from the Bayfield Peninsula, are part of the county; these islands are the northern-most territory in Wisconsin. The islands have only a hundred or so year-round inhabitants at this time. Ashland, the county seat, is 68 miles east of the city of Superior and about 300 miles north of Madison.

The county has several geographics regions and soil types. The Penokee Range, an iron-bearing formation known more generally as the Gogebic, divides the drainage between northerly-flowing rivers, such as the Bad, and the southwesterly-flowing streams. Mount Whittlesey, near Mellon, on the Penokee Range, rises 1,872 feet above sea level, and is one of the highest points in Wisconsin. Rivers that flow to the north have a steep gradient where the ancient lava bedrock formations drop down to the Superior Lowland. Waterfalls occur at this line, including such well-known ones as Copper Falls and the falls on Tyler's Fork. The Superior Lowlands are a plain-like area with red clay soils.

An iron-bearing formation cuts through the village of Butternut in southern Ashland County. Between Mellen and Hurley (Iron Co.) there are extensive deposits of low-grade iron ore. Construction of beneficiating plants to concentrate these ores is awaited.

Ashland County reached its population peak around 1920. Between 1880 and 1890 population grew from 1,559 to 20,063. The rapid growth of the city of Ashland during the 1880's was based on both the lumber industry and construction of ore docks at Ashland by the rail lines that were built to serve the mines on the Penokee-Gogebic Range. Ore shipments were five to six million tons annually in peak periods. Now coal is the only significant port receipt. A blast furnace operated for some time at Ashland around the turn of the century.

Population density (persons per square mile) in Ashland County is only 16, compared with a statewide average of 81. More than half of the population is in the city of Ashland. Ashland County's population is older, on the average, than that of Wisconsin as a whole. Between 1960 and 1970 about 1,500 more individuals moved out of the county than moved in. This was not unusual for this section of Wisconsin.

Incomes in the county are about average for northern and western Wisconsin as a whole, but substantially below incomes in the southeastern part and in papermaking areas such as the Fox Valley and the Upper Wisconsin Valley. The city of Ashland is a significant commercial center, and the approximately 1,200 manufacturing jobs give strength to income flows. A significant plant closing since 1970 makes too high the figures shown.

Between 1930 and 1970 agriculture and forestry employment decreased from 2,472 to 384. Manufacturing employment among residents of the county also declined. Ashland County has as many jobs, approximately, as county residents employed in manufacturing. Service jobs are proportionately large, reflecting the fact that Ashland is a regional shopping and service center.

Retail trade is relatively strong compared with local incomes. The 1967 per capita figure was $1,656 compared with a state average of $1,577. Tourist trade is mirrored in the large sales of gas stations and automotive places. Wholesale trade is also relatively large for a place this size.

The 1969 Census of Agriculture counted 341 farms, down sharply from the number reported (1,037) in 1950. Part of the decrease is due to a new definition of a "farm." About 12 per cent of the land is designated as farm land. Dairying is the principal source of farm income. Many farms are worked only part time.

About 82 per cent of Ashland County has a forest cover. Among the leading species are aspen, spruce, balsam fir, and hemlock. There is a surplus of aspen, according to studies made by state and federal foresters. The Ashland harbor used to handle pulpwood, in quantity, for mills on the Upper Wisconsin River. Granite has been quarried in the Mellen area for decades. Output varies with demand. The stone is known as Mellen black granite.

Ashland County has had a long history of logging and millwork operations and they are still a key element in the economic base. The papermaking plant, using mainly de-inked paper in its mix, has long been a stabilizing factor in local employment. The apparel plant provides a number of jobs for women, while most other industrial, transportation, and utility work is almost exclusively for men. There has been some metalworking industry at Ashland for many years, and service industry of a machine-shop kind.

Lumber and iron ore resources created a widespread demand for rail lines. At present the Chicago & North Western and the Soo Line serve the principal localities. Main highways in the area include state road 13 and U.S. 2. Commuter flight service is available at Ashland.

The 1905 Census of Wisconsin showed that two-thirds of the residents were native-born Americans, and 48 per cent of all the inhabitants were Wisconsin-born. German, Canadian and Swedish groups were most numerous among the foreign-born. Ashland County has an Indian population numbering about 750. They belong to the Chippewa tribe. Most of the Indians live on the Bad River Indian Reservation, bording Lake Superior.

BAYFIELD COUNTY - A DESCRIPTION

Bayfield Peninsula is the northernmost part of the Wisconsin mainland. Bayfield is the second largest county in Wisconsin; its 960,000 acres of land area is only 40,000 acres fewer than Marathon County's.

The topographic variety in the county is noteworthy. Parallel to the Lake Superior shoreline the landscape consists of a red clay plain, dissected by short streams that empty into the lake. Dairying, relying on clover pasture to a great extent, fitted into this environment quite well. On the gentle slopes leading down to Chequamegon Bay orchardists long ago established a fruit and vegetable industry centering around apples, cherries and strawberries. Some orchards have been abandoned.

The most prominent geographic region in Bayfield County is a range of hills, 10 to 15 miles wide, known as the Bayfield Ridge, which extends in a southwesterly direction from the tip of the peninsula. The ridge was created by two ice sheets that pushed toward one another. The ridge changes abruptly into the Pine Barrens that extend far into Burnett County. Some lakes are found in the Pine Barrens.

The Penokee Iron Range extends into the central part of the county between the Lake Superior and Upper Mississippi Regions. The glacial cover is thin, and ancient bedrock (such as lava and trap rock) outcrops, giving rugged scenery. The southeastern corner has morainic hills and kettles, and several sizable lakes.

Bayfield County was settled relatively late. Lumbering preceded farming by several decades. The clearing of land for farming took place mainly between 1900 and 1925. Population reached a peak in 1920. The county once had a substantial commercial fishing industry. Lake trout, whitefish, and herring were taken in great quantities in the general region of the Apostle Islands and elsewhere. Some recovery of fisheries is expected--at least sport fishing. The county attracted settlers from Norway, Sweden, Canada, Finland. Croats and Slovaks came to clear land in the central part of the county, just before 1910.

Bayfield County had about 11,700 inhabitants in 1970, compared with 17,200 in 1920. Once there were 2,400 farms, but now only about 500. The population is much older, on the average, than that of Wisconsin as a whole. Outmigration has taken a heavy toll among young people, as indicated by the small proportion of residents aged 18 to 44. Between 1950 and 1960 an estimated 2,725 more persons left the county than moved into it. In the 1960's the net loss by outmigration was only 529. The Indian population is about 600; most of the Indians live on the Red Cliff Reservation.

Income levels are rather noticeably below the statewide average. Estimates shown indicate that county residents had only .17 per cent of Wisconsin's total buying income, but .26 per cent of the state's population. Income from agriculture is meager and much of the work in the woods and in woodworking is of a seasonal nature.

A total of 846 residents were engaged in manufacturing in 1970. Firms located within the county probably provided 500 jobs. A number of residents were commuting periodically or daily to work in other counties. Quite a few women drive to Ashland to work in a knitting plant.

The 1969 Census of Agriculture counted only 492 farms, compared with 1,567 reported as recently as 1950. A change in defining a "farm" accounts for some of the decrease. Dairying is the chief source of farm income.

About 84 per cent of Bayfield County has a forest cover. This area has a substantial surplus of timber, principally aspen, but including various other species. Bayfield County leads the state in growing stock, and is near the top in sawtimber. Great variety reflects the many soil types.

Retail sales are rather modest in the county, since for shopper's goods the cities of Ashland and Superior offer strong competition. Tourist sales are reflected in the relatively large receipts of eating and drinking places, and the degree of strength shown by the lumber (etc.) group is probably accounted for by resort business.

Income from the commercial resort industry is not available. A weak trend is noted in receipts of all service industries (combined). Growth of interest in skiing is important to the county, since Bayfield County has two well-known hills.

Industry in the county means mainly the woodworking plants and a comparatively new maker of fishing rods. The DuPont explosives plant closed in 1971. Small food plants have included processers of milk and of fish. There are some small metalworking operations that service, essentially, the lumber and mining industries. Manufacturing employment has dropped in the last few years.

Rail service is provided by the Chicago & North Western and by the Soo Line. U. S. highways 2 and 63 are of regional significance. There is commuter air service at Ashland and Hayward, and other scheduled flights at Duluth.

DOUGLAS COUNTY - A DESCRIPTION

On the southwestern shore of Lake Superior at the head of the Great Lakes, Douglas County has from the beginning of settlement been associated, in the minds of developers and promoters of many sorts, with ideas of bigness. St. Paul (Minnesota) men who laid out the city of Superior had learned that a canal would be built at Sault Ste. Marie to connect Lake Superior with Lakes Huron and Michigan. They planned for a large city, as indicated by the fact that Superior has a land area of 36.6 square miles.

Senator Stephen A. Douglas of Illinois was a shareholder in one of the land companies formed about this time to promote the area. This accounts for the name given the county. Congress gave Wisconsin 2,000,000 acres of land to aid in construction of two railways, one between Madison and one between Fond du Lac and Superior. The 1857 panic led to temporary abandonment of the work, and population apparently declined until the 1880's. Then, mining and transporting of ore from the Minnesota iron ranges gave the Superior-Duluth area its principal impetus to growth and its economic character.

The world's largest ore docks at Superior have moved hundreds of millions of tons of iron ore; the rather drastic decline in such shipment was for years a big factor in chronic unemployment and the underemployment problems in the area. Shipments of taconite pellets are now increasing. Grain is loaded on vessels for lakeside and overseas shipment. While the tonnages are impressive by comparison with tonnages of other Great Lakes ports, the number of workers required in transportation has decreased considerably.

Douglas County reached its population peak around 1920. Its big growth occurred in the 1890's. Density (persons per square mile) in the county averages 34, compared with a state average of 81, but most of the county outside Superior is forested. Although the State University at Superior brings in some young people from outside the county, who tend to be counted as residents at census time, it is apparent that substantial numbers of young adults migrate from the county. It appears that over 6,000 more individuals moved out of the county than moved in during the 1950's. This was reduced to 2,500 in the 1960's The population is older, on the average, than the state's.

Income levels in Douglas County are generally above northern and western Wisconsin averages. The industrial (esp. ship repair) and transportation jobs are of a kind that are relatively well paying. Jobs in transportation and utilities are three times the state percentage. It is remarkable that the 1960 census reported fewer workers in construction, manufacturing, and transportation (etc.) than the 1930 census did. In the last decade, jobs for residents increased in construction, manufacturing, and services. Transportation (etc.) jobs declined. Sixty percent of jobs in services is very high. Many of the resident factory workers cross the river to work in Duluth.

The Census Bureau counted 347 farms in 1969, compared with 637 in 1959. Agricultural uses occupy about 10 per cent of the land area. Dairying is the predominant type of farming.

Foresters consider that about 76 per cent of Douglas County has a forest cover. Leading species are aspen and pine. In general, counties east and south of Douglas also have large stocks of aspen. The new hardboard plant at Superior is eating up part of this surplus.

Douglas County has the largest lime-producing plant in Wisconsin (Cutler LaLiberte McDougall). Sand and gravel was the only other mineral produced in 1968. Exploration in search of commercial grade copper ore deposits is undertaken periodically.

Douglas County (Superior) enjoys a large volume of retail trade. With an estimated .87 per cent of the state's buying income, the county had .87 per cent of all retail sales in 1967. Strength was shown in groups that reflect tourist trade, such as eating and drinking places and gas stations. For general merchandise there apparently is strong competition from Duluth. Wholesaling is important.

There has been relatively little change in total factory employment from 1947 to date. Large seasonal fluctuations have been customary, especially in ship repair–classified under manufacturing. Two sizable plants ceased operations during the 1950's. Growth of the refinery has been one of the plus factors. A pizza crust plant is the newest major addition.

Douglas County has valuable recreational resources. A ridge extending across the county in an east-northeast direction divides the drainage between north-flowing and south-flowing rivers. Those flowing to the north fall abruptly. The Brule River is famous for trout. South of the ridge is a rolling area with lakes and extensive swamplands.

Douglas County is served by the Soo Line, the Chicago & North Western Railway, the Burlington-Northern, and by local ore-carrying lines. Great quantities of grain from the region to the west are carried by rail to giant elevators at Superior. Scheduled flights are provided at the Duluth airport. Interstate road 35 crosses the new Duluth-Superior bridge into Superior.

IRON COUNTY - A DESCRIPTION

Iron County, in the north-central part of Wisconsin, is named for what was seen to be its main natural resource at the time it was organized. The part of the Gogebic Range that extends into Wisconsin from the Upper Peninsula of Michigan is usually called the Penokee Range. This formation, a remnant of ancient mountain ranges, is iron-bearing. Excitement and speculative fever ran high in the region when it was opened up in the 1880's. The last two mines to operate, the Cary and the Montreal, both underground mines, were opened in 1886. Hurley had been founded in 1885, and rail shipments to the Ashland harbor began. The mines are now closed.

The Penokee-Gogebic iron range divides the county almost in two, with streams to the north emptying into Lake Superior while the southern half is the headwater of the Flambeau River. Rivers flowing north drop precipitously into the Lake Superior Lowlands. The southern half of the county is an area of level to rolling topography, with large sections of swamp and marshland. From higher elevations on the range, about 1,700 feet above sea level, Lake Superior can be seen.

The acreage in lakes and flowages (especially the large Flambeau Flowage) is substantial. Yet, the summer resort business is modest compared with that in such centers as Vilas and Oneida counties, to the east. Extensive acreages in county and state forests are beginning to be developed for camping and other recreational uses. Winter sports are growing in popularity.

In population, Iron is one of Wisconsin's smallest counties. More than half the people live in the two cities, Hurley and Montreal. A population peak of 10,261 was reached in 1920. The county's population is substantially older on average than is the state's population. Outmigration has taken a heavy toll of young adults. Between 1950 and 1960 about 1,400 more persons left Iron County than moved in. The 1960-70 outmigration figure was 1,179.

Farming has undergone rapid shrinkage. In 1940 the Census of Agriculture counted 564 farms, and 47,700 acres in farmland. In 1969 farm acreage stood at 18,257. Only 66 farms were reported, and 38 operators reported working 100 days or more off their farms during the year. About 4 per cent of the county's land is in farms. Dairying is the chief type of farming. Interestingly, cash income from crop sales increased between 1959 and 1969. This would be potatoes.

Iron is one of the most extensively forested counties in Wisconsin. Among leading species are aspen, hard maple, spruce, balsam, hemlock, pine and elm.

In 1959, while both the iron mines were operating, the mineral production in the county was valued at $7,000,000. Sand and gravel is available in this glaciated area. Bedrock in the region consists chiefly of quartzite, quartzplate, schist, gneiss, and Huronian iron formation. The county has extensive deposits of low-grade iron ore (taconite) that are being studied, for possible development, by several of the nation's leading iron and steel companies.

The largest single employer makes measuring instruments. There are several small woodworking operations.

Incomes historically were noticeably higher in Iron County than they were, generally, in northern Wisconsin because of the wage structure in iron mining. Now there is no mining in Iron County itself. However, a comparatively large number of residents still find mining employment in Michigan.

Retail sales in 1967 amounted to .12 per cent of all Wisconsin sales. With about .15 per cent of the state's population, Iron County had in 1970 about .12 per cent of state buying income. The importance of tourism to the county is indicated by the strength of such kinds of business as eating and drinking places, which handled .25 per cent of the state total.

Iron County foreign-born groups include Canadians, Finns, and Italians. However, the 1905 Census of Wisconsin indicated that native-born persons outnumbered immigrants.

Rail service in Iron County is provided by the Chicago & North Western (Chicago to Ashland line and another to Escanaba, Michigan) and by two lines that are part of the Soo Line system. U.S. highways 2 (east-west) and 51 (north-south) are important industrial and recreational roads. The Ironwood (Michigan) airport has scheduled flights.

PRICE COUNTY - A DESCRIPTION

Among the most heavily forested counties in Wisconsin's northland, Price County has an 81 per cent forest cover, and an economy based more than anything else on the timber resource. A gently rolling glacial outwash is the characteristic feature of the landscape in this area. In the southeastern corner of the county, however, there are terminal moraines, with kettle holes, ridges, and rounded hills. Two hills east of Ogema, Tim's [illegible] (1952.9 feet) and Pearson Hill (1950.4 feet) are said to be the highest points in Wisconsin. County lakes lie mainly in the central and northern areas. Most of the southern half of the county has the same general soil type as the central Wisconsin dairy belt. Cropland acreage is chiefly in this section, but the sandier soils of the northern part of the county are easier to work.

Price County's hardboard plant, at Phillips, is a leading employer, and in 1965 had a major plant expansion. The producer of hydraulic woodloading (etc.) machinery has also added plant. It was developed by a native, and has been sold to a large company.

The 1968 forest inventory shows almost half a billion cubic feet of growing stock in Price County—probably second in the state to Bayfield. Principal species include aspen, hard maple, spruce, balsam, hemlock, pine, basswood, and ash—a wide variety which reflects the differing soil types. The county is also near the top in sawtimber volume.

The tourist business provides an important supplement to county income. However, receipts from this source are modest by comparison with those in such leading vacation areas as Vilas, Oneida, and Sawyer counties. Cottages were built in substantial number in the last couple of decades.

Agriculture and forestry accounted for more resident employment than any other industry group at the time of the 1930 census. However, the decline in agricultural employment has been substantial, and no doubt largely explains the population decline. After one of the heaviest population losses experienced by any Wisconsin county during the 1950's, Price turned around and grew slightly in the 1960's.

Price County residents are considerably older, on the average, than are Wisconsin residents as a whole. The big deficit shown in the age group 18 to 44 is a clear indication of the toll that out-migration has taken among young adults who leave to seek employment elsewhere. It is estimated that 3,450 more persons left the county than moved into it between 1950 and 1960, but this was pared to 470 in the last 10 years.

The low population density of 11 persons per square mile reflects the relatively small amount of land in farms and the large acreage in forest. However, Price has a greater degree of manufacturing concentration, 88 manufacturing jobs per 1,000 population, than most northern counties.

Between 1950 and 1969 the count of farms decreased from 2,085 to 775, and farm acreage declined by more than 110,000 acres, according to the Census of Agriculture. However, these figures overestimate agricultural decline, a consequence of a redefinition (1959) of what constitutes a farm. Sales per farm are about half the state average, and dairy products are the principal source of farm income.

Incomes in the county are about average for northern and western Wisconsin counties, but substantially below the statewide level. The number with incomes below $4,000 is quite large: It is estimated that Price had 0.22 per cent of the state's buying income in 1970, while it had 0.33 per cent of the state's population.

Retail trade volume is fairly high in relation to buying income. The 1967 Census of Retail Trade reported sales of $19,091,000, which was 0.29 per cent of the state total. Strong groups included automotive and the lumber, hardware, and farm equipment kinds of business, which are usually strong in areas with resort development or resource-oriented economies.

Price was one of the last Wisconsin counties to be settled. It was entered by lumbermen before it was formed in 1897. William T. Price was head of the state senate at that time. The Wisconsin Central Railway (now Soo Line) had reached the area by 1873, and this development helped to encourage lumbering. There were some sizable pineries. Phillips, the county seat, was platted by the Wisconsin Central. Farm settlers, including Swedes, had come to the southern part of the county by the early 1880's, and developed general farming. By the turn of the century a shift to dairying was underway. Many eastern Europeans came to the county.

Major Price County communities are served by the Soo Line, which has both north-south and east-west branches. The Chicago & North Western serves Park Falls. State highway 13 (north-south) carries a substantial volume of commercial traffic, and also a heavy volume of tourist travel in the summer months. There are local airports (3) in the county, but scheduled air service is some distance away, including Rhinelander.

Center 07 The Oconto center serves a four-county area with a total population of 72,352, an area of 3,978 square miles, and a population density of 18 persons per square mile. The area is predominantly rural, with two completely rural counties. Thirty-one percent of the population in the remaining two counties live in urban areas, mostly in two communities of 13,000 and 5,000, respectively. The center is located in the smaller community and is sponsored by a Community Action Program.

FLORENCE COUNTY - A DESCRIPTION

Florence County, which has the lowest population density in Wisconsin – 7 persons per square mile, compared with the statewide average of 81 – has many characteristics of wilderness country. There are settlements, but no incorporated places; no large business establishments, and 86 per cent of the land area is in forest.

Population declined by 4 per cent in the decade of the 1960's, and Florence County now has less than one-tenth of one per cent of Wisconsin's population. Residents of the county have a higher average age than that of state residents at large, and there is a small group of young adults. Incomes are relatively low, running about two-thirds of the state average.

Many residents commute to work outside the county, notably to a paper mill at Niagara (Marinette County) and over the border into Upper Michigan, where production of taconite (iron ore) pellets is rapidly increasing.

Only 9 per cent of the land is now in farms. From 1950 to 1969, the number of farms fell from 395 to 104 (partly because of a redefinition of "farm"), and farmland dropped from 57,000 acres to 28,000 acres. Average cropland per farm rose from 33 to 72 acres, and total farm output has been comparatively stable.

Dairying is the largest source of farm income. A cheese plant specializes in Italian-type cheeses. As in other northern counties, agriculture began late and was tied in with large-scale lumbering activities. Stump farms sprang up to supply food for the logging camps and feed for their draft animals. Settlers often worked in the woods with their horses in the winter.

Iron as well as timber was important in the county's historic economic base. The iron formation of the Menominee range, which lies mostly in Michigan, extends across the line into Florence County. Commercial mining began in 1877, the year that the Chicago & North Western Railway built into the area. Peak output of iron ore was in 1920, with 6.5 million tons. The ore is low in iron and high in phosphorus. Production was sporadic for some years, then ceased.

Retail trade is relatively small except for eating and drinking places, indicating tourist-vacation trade. U.S. Highway 141, an important north-south route in eastern Wisconsin, runs through the county, and an east-west highway, U.S. 2, cuts across the northern part of the county. The Chicago & North Western Railway, (Escanaba to Ashland line) provides rail service. Iron Mountain has a local airport.

Florence County has witnessed some increase in the number of firms that cater to the recreation trade. It still has a rather modest number of units for vacationers. Private cottage growth appears to be more rapid.

Industrial development in the county will continue to be linked with the timber resource. There is a good supply of both softwoods and hardwoods. Small firms that make products of high value in relation to weight should find this a satisfactory location. Personal interests and habits of businessmen and workers might be crucial factors in some location decisions. Several plants have been located in northern Wisconsin by vacationers.

FOREST COUNTY - A DESCRIPTION

True to its name, Forest County is largely tree-covered (85 per cent of the land is classified as forested) and its economy is based to a large degree on the forest. As in other such regions, the county's population density is light--7.6 persons per square mile. The population decline between 1950 and 1960 was the highest for any Wisconsin county. About 3,000 persons moved out during this period. It was a surprise to see net outmigration reduced to 300 in the 1960's, and a two per cent growth of population. There is a relative shortage of young adults. Fertility is high.

Forest County was late in being settled; it was created in 1885, and in the first census taken, in 1890, there were only a thousand inhabitants. Large-scale lumbering operations and the need for supplies in the camps gave impetus to the establishment of farms. Farmers sold their crops to the lumber companies and often worked their teams in the woods during the winter. The county has had a number of Indians from early days. There are about 300 now.

The county's population reached a high point of 11,805 in 1940, and has generally been declining, largely because of a rapid drop-off in agriculture. There were 652 farms in 1950, and only 158 in 1969 (although some of the loss resulted from a change in definition of "farm"). The percentage of the county's land area in farms slipped from 13.4 per cent to 7.5 per cent during this period. Average farm size increased from 133 to 307 acres. Cropland rose, on the average, from 43.6 to 62.0 acres. Average farm income, mostly from dairying, runs less than half of the state average.

Forest County has a relatively high number of manufacturing jobs, mostly in sawmills and wood-products plants. In 1969 there were 81 local jobs per 1,000 population, compared with 118 in the entire state. Connor Forest Industries at Laona long has been the largest employer in the county.

In timber volume and in sawtimber Forest County is among the state's leading counties. In the growing stock category spruce and balsam and "other softwoods" are about equal in volume--ahead of pine. For sawtimber, figures for "other softwoods" far exceed pine, balsam, and spruce. Hemlock may be an important "other." Hard maple, aspen, basswood, elm, and yellow birch are leaders among hardwoods.

Because of its forests, lakes, and streams, Forest County is popular with vacationers. This is reflected in the relatively high volume of sales of food and gasoline. Income from recreation contributes significantly to the economy. Camping sites in the Nicolet National Forest draw a number of visitors to the area.

Retail sales appear to have decreased between 1958 and 1963, but it may be that the 1963 census was in error. The county's percentage of all Wisconsin sales dropped from .16 in 1958 to .11 in 1967. Per capita sales were only $1,105 in 1967.

Incomes in Forest County are among the lowest in the state. Large numbers of families earned less than $4,000 when the 1970 census was taken. Also noticeable is the relatively small number with incomes above $10,000. These figures help to explain the modest retail trade situation.

While somewhat remote from the population centers of southeastern Wisconsin, Forest County is, nevertheless, within easy driving distance of the important Fox River Valley industrial district. A branch of the Chicago & North Western Railway runs the length of the county, connecting to a main line near Green Bay. A Milwaukee Road line runs across the county. Scheduled flights are available at Rhinelander.

Many of the residents have a strong attachment to this country; they like the elbow room, the clean air, and the lack of congestion. They like to hunt and fish. If job opportunities developed, many former residents would return.

There is no basic reason why any number of small manufacturing exterprises could not operate successfully in Forest County, provided they are not of such types as require location near large cities, or require raw materials that are expensive to assemble for fabrication and shipment. However, it is fairly obvious that the future prosperity will depend most of all on getting more value out of the timber resources.

MARINETTE COUNTY - A DESCRIPTION

Marinette County is bounded on the southeast by Green Bay, while the remainder of its eastern border adjoins the upper peninsula of Michigan. In terms of area it is the third largest Wisconsin county.

Manufacturing is concentrated in the eastern part of the county, principally in the cities of Marinette and Peshtigo, and in the village of Niagara. These communities are located on rivers that have enough flow to support paper mills. A large part - 77 per cent - of the county is in forest, lightly populated, and supporting a substantial tourist-vacation business.

Population of 35,810 in 1970 was not much above 1910. There was virtually no change during the 1950's. About 5,440 more persons moved out than moved into the county, so the natural increase was lost. In the 1960 s there was some growth, and net outmigration dropped to 790. Population density of 26 per square mile, which compares with a state average of 81, reflects the fact that large parts of the county are sparsely settled.

With .81 per cent of the state's population, Marinette County has only .63 of the state's buying income. In comparison with the state it has a relatively high proportion of families in the less than $4,000 per year income group. This is typical of this section of the state.

Lumbering in this area began in the 1840's, as sawmills were established on the Pensaukee, Peshtigo, Oconto, and Menominee rivers. Later in the century, Marinette and its sister city, Menominee (Mich.), were among the largest lumber-producing cities in the United States. With most of the more desirable timber cut, the lumber industry began to decline before the turn of the century. The forests, however, still produce raw materials for important parts of the county's industry: lumber, veneer, paper, building components, etc. Other leading products are fire fighting equipment and naval craft. The paper mill at Niagara changed ownership in 1972.

In terms of the type of jobs held by its residents, Marinette County is fairly close to the hypothetical average Wisconsin county. Thirty-seven per cent of the jobs are in manufacturing, above the state average, while 9 per cent are in agriculture and forestry.

Farm incomes, as is typical of the north, run well below the state average. Dairy products are the single most important source of farm income. The number of farms and the amount of land devoted to agriculture are declining. The 1950 Census of Agriculture counted 2,363 farms, while the 1969 one reported only 971. Definition of a "farm" accounted for a part of this decline. The size of farms and the value per acre are increasing.

Retail trade is stronger than one would anticipate on the basis of residents' incomes. Per capita sales are above the state average. Sales of general merchandise stores are strong. This indicates that Marinette County merchants serve the residents of adjoining areas. Mineral resources are worthy of some attention. Basalt, dimension granite, sand and gravel production were reported in 1968. In 1971 a company began an intensive search for copper.

Much of the forest land in Marinette County is reported to be well managed. The variety of tree species reflects the diversity of soil types. As far as sawtimber is concerned, there is a great volume of pine and other softwoods. Aspen, oak, and hard maple are abundant.

Three rail lines (The Milwaukee Road, Chicago & North Western Ry., and the Soo Line) serve the county. Two important north-south highways (U.S. 41 and 141) cross the county. Natural gas is available in the larger cities. Scheduled flights are available at Menominee (Michigan).

OCONTO COUNTY - A DESCRIPTION

Oconto County has topographic features characteristic of most of glaciated eastern Wisconsin. The southern part of the county has the best agricultural lands, with mostly loamy types of soils, including pink loams. They lend themselves to vegetable production. This section is almost all in farms, whereas most of the northern part has poorer soils and a topography less favorable for agriculture.

Gently-sloping moraines and relatively high elevations characterize the northern part—Townsend is 1,355 feet above sea level. Recreational resources are notable, with about one-fifth of the county lying in the Nicolet National Forest. There are 169 named lakes, found mainly in the northern and central sections.

During the latter part of the nineteenth century there was great lumbering activity in the county, and numerous mills were established on the rivers. Tremendous quantities of lumber and wood products were shipped. An extensive fishing industry also developed on Green Bay, while farming was rather late in developing.

Oconto has a fair degree of industrialization, which has been linked to agricultural and forest resources. New industries, however, have included machinery and electrical instruments firms. Notable also is leather products. Local industrial development groups have been unusually active. Proximity to the Fox River industrial district will undoubtedly play a role in future development; Oconto, the county seat, is only 33 miles from the city of Green Bay.

The regional share of total manufacturing employment in the state has increased since 1947. Seasonally, a goodly number of manufacturing jobs become available in Oconto County. Paper and wood products are major sources of employment and county income. It is obvious that several hundred residents commute to factory jobs elsewhere – such as Green Bay. (Notice 2,630 residents working in manufacturing and, above, 1,952 factory jobs in the county.)

Median family income in 1969 was estimated at $7,275, compared with a state figure of $10,068, but this was higher than in several northern counties. With about .58 per cent of the state's population, the county had .41 per cent of the state's buying income. Nevertheless, some forms of retailing do well, notably lumber, hardware, and farm equipment, gas stations, and eating and drinking places, reflecting in part the importance of the tourist-vacation industry.

Oconto has historically been among the leading Wisconsin counties in various lines of agricultural production. Buckwheat was once an important crop, and cheese production has been substantial since early in this century. Oconto ranks third in cucumbers behind Waushara and Portage. Other canning crops include peas and sweet corn.

Dairy products are the largest single source of farm income. Total sales per farm were $11,000 in 1969, compared with a state average of $15,000. Some 550 farm operators worked 100 days or more off their farms in 1969 to supplement their incomes.

The number of farms and amount of land in farms are decreasing, while average farm size and value per acre are increasing. Most northern Wisconsin counties have experienced greater changes.

The population decline of 4.3 per cent during the 1950's was comparatively moderate. In the sixties a small gain was recorded. Outmigration declined from over 4,000 in the 1950's to less than 1,000 in the 1960's. The number of inhabitants has not changed much since 1910. Natural increase of population has made up for migration losses. Large forested areas contribute to a low population density, 25 persons per square mile. The median age is quite high.

Oconto County has a sizable timber resource. The quantity of pine and other softwoods is noteworthy. There is a great quantity of elm, ash, and oak.

The Milwaukee Road and the Chicago & Northwestern provide rail service. Highways 41 and 141, the most important north-south routes in eastern Wisconsin, both run the length of the county, and link Chicago and Milwaukee with the upper peninsula of Michigan.

Scheduled flights are available at Green Bay.

Center 08 The Green Bay center serves a one-county area with a population of 158,244, an area of 524 square miles, and a population density of 302 persons per square mile. A metropolitan area composed of a large city and several smaller communities spreads over most of the county and accounts for 82% of the population. The center is located in the large city and is sponsored by the United Community Council.

BROWN COUNTY - A DESCRIPTION

Brown County, at the north end of the Fox River Valley, is growing rapidly. Its population during the 1950's increased by about 27 per cent, while the state's population was going up by 15 per cent. During the 1960's the growth rate was again about 27 per cent. Its growth rate has been ahead of the state's since 1920.

There are relatively more young people in Brown County than in the state as a whole. Numbers of persons under 18 are noticeably high. The median age is 23.7 years. Illustrative of a growing economy, the county experienced a net gain of about 2,800 persons through inmigration during the 1950's, and a robust 10,500 in the 1960's. Some were nonresident college students.

Brown County has a long and rich history. Jean Nicolet, probably the first white man to visit Wisconsin, stopped at Green Bay in 1634. The first white settlement in Wisconsin was at La Baye (Green Bay area), and the strategic location on the Green Bay-Fox River waterway made this a main route for voyageurs and traders. The area was important in conflicts between France and England, and later England and the United States. In turn the Green Bay area had fortifications manned by French, English and finally American (1816) soldiers.

Median family income is above the state average. Retail trade is strong, and there is a substantial volume of wholesale trade. General merchandise, furniture-household equipment, and apparel sales lead the retail group, reflecting the importance of Green Bay as a regional trading center. With about 3.58 per cent of the state's population, retail sales in the county accounted for 3.73 per cent (1967) of the state total.

Service jobs account for considerably over half the labor force, followed by manufacturing, with 27 per cent, and transportation, with 7 per cent. Farming accounts for only 4 per cent of the jobs, but a prosperous farm sector is still an important part of the economy.

As elsewhere in the state, the number of farms and the number of farmers are declining, while the average size and value of farms are increasing. Sales per farm are near the state average. Dairying is the main source of farm income.

Only 11 per cent of the land area is in woodlands, compared with a statewide average of 43 per cent. The leading species are hardwoods: elm, ash, and oak. Minerals produced are sand, gravel, and dimension limestone.

The county has experienced a substantial industrial growth since World War II, and has made relative gains over the state as a whole. Reflecting this growth are virtually all measures of industrialization: number of establishments, number of employees, payroll, and value added by manufacturing. It appears that local factory jobs and local people with factory jobs are in balance, or reasonably so.

Much of the manufacturing activity is in the paper industry. There are several important mills and converters. Also, various other branches of manufacturing are well established, particularly foods, metalworking, and printing. A distinct tendency to diversification, with broader metalworking base, is apparent.

The county is an important transportation center. The Port of Green Bay engages in world trade through the St. Lawrence Seaway. The county is served by the Chicago & North Western, Green Bay & Western, and Milwaukee railroads, and by an extensive north-south and east-west highway network. Green Bay will before long be linked to the I-system.

St. Norbert College at De Pere offers four-year courses, and the University of Wisconsin recently established a four-year liberal arts college near Green Bay.

While Brown County has many nationally known industries, none is better known than the Green Bay Packers. The local enthusiasm for the team is shared by hundreds of thousands of other Wisconsin citizens.

Scheduled air service is available at Green Bay.

Center 09

The Manitowoc center serves a one-county area with a population of 82,294, an area of 590 square miles, and a population density of 139 persons per square mile. Sixty percent of the population live in urban areas, mostly in two communities of 33,000 and 14,000, respectively. These two communities are located very close to each other. The center is located in a senior citizen center in the larger community and is sponsored by the local Committee on Aging. The committee is part of the city government and is lodged in the office of the mayor.

MANITOWOC COUNTY - A DESCRIPTION

Manitowoc County, located on Lake Michigan about 75 miles north of Milwaukee, has attained a high degree of urban-industrial development. Population density of 140 persons per square mile compares with a state figure of 81, and there are about 164 manufacturing jobs per 1,000 of population compared with 118 in the state.

The largest city, Manitowoc, is a diversified manufacturing center, well known for aluminum goods and, particularly during World War II, for shipbuilding. (This activity has been moved to Sturgeon Bay.) The port of Manitowoc handles more than two million short tons per year, mainly railroad freight carried across Lake Michigan by car ferries.

Aluminum products, heavy construction machinery and electrical equipment are among the main industries, but foods, furniture, paper products, and mineral products are well represented. The county is a state leader in the production of condensed and evaporated milk and in cheese, particularly American cheese. The manufacturing sector has been strong but somewhat flat in terms of employment growth for a number of years.

The county's population growth from 1910 until 1950 closely paralleled the Wisconsin rate, then dropped off slightly. During the 1950's, the county's population increased by 12 per cent, while the state's went up by 15 per cent. The county was unable to hold all its natural increase (excess of births over deaths), and an estimated 3,835 more persons moved out of Manitowoc County than moved in during the decade. In the 1960's, growth was again below the state average, and outmigration continued. Distribution of residents by age groups is close to the state pattern.

Median family income of $9,879 is fairly close to the state median, and the distribution of income groups deviates only slightly from the state pattern.

Retail sales volume compares fairly well with county buying income. The county accounted for 1.63 per cent of state retail sales in 1967, while it had about 1.73 per cent of state buying income. The strongest retail line was furniture and household equipment. Wholesale trade is relatively small.

Scattered Indian trading posts were established in the 18th century, but permanent settlement did not begin until the 1830's, when lumbering began, and the streams were dammed for waterpower. The wealth of pine and other timber led to shipbuilding; this industry survived the transition from wooden to metal ships. Forest lands, when cut, were broken to agriculture. Another early enterprise was fishing, for Lake Michigan abounded in whitefish.

Lake Michigan moderates the severity of the winters, and the growing season extends from 140 to 160 days. About 80 per cent of the land areas is in farms. A slightly larger proportion of the county's workers are employed in agriculture than is average for the state. Milk is the most important source of farm income. Sales per farm are somewhat below the state average, partly because of comparatively small average farm size. It is not clearly understood why farms remain relatively small.

Only 16 per cent of the land area is in woodlands, compared with a state average of 43. In the sawtimber category, oak and elm are the leading species.

Manitowoc County accounts for approximately two per cent of state mineral production. Sand and gravel and limestone are quarried. The cement plant brings in a limestone suitable for cement from the Lake Huron area. It has come to specialize in white cement. Lime is also produced in the county.

The county is well served by state and federal highways. Railroads are the Soo Line, the Chicago & North Western, and the Milwaukee Road. The Chesapeake & Ohio and Ann Arbor railroads operate car ferries across Lake Michigan from the Manitowoc port. Scheduled flights are available at Manitowoc.

Center 10

The Fond du Lac center serves a two-county area with a total population of 153,571, an area of 1,614 square miles, and a population density of 95 persons per square mile. Fifty-two percent of the population live in urban areas, mostly in two communities of 36,000 and 14,000, respectively, and parts of two other communities which overlap the area's borders. The center is located in the larger community and is sponsored by a Social Security Administration office.

DODGE COUNTY - A DESCRIPTION

Dodge County is located more or less on the margin of the territory influenced by Wisconsin's two major cities. Its county seat, Juneau, is about fifty miles from both Milwaukee and Madison. The county has a mixture of old, home-grown companies and newer ones that have recognized the potentials for recruiting labor in a rural-type region.

Dodge County's topography reflects both the underlying bedrock (generally dolomites) and glacial action. Long, oval hills that point in the direction of the ice movement are very common, especially north of Watertown. These are called drumlins, and consist of unstratified glacial drift. The county has several sizable lakes as well as peat bogs and morainic hills associated with glaciation. The Horicon Marsh is famed for its fall geese population. Most of the county has a gently rolling landscape, with silt loam or sandy loam soils of a comparatively productive quality.

While Dodge County has extensive manufacturing activity, it maintains a strong agricultural base. Average sales of $19,000 per farm are well above the state average. In number of jobs provided and in value of product, however, manufacturing is of greater magnitude. Manufacturing employs 37 per cent of the work force, compared with 13 per cent for farming.

Another measure of the county's industrialization is shown indirectly by its population growth. This was up 9.6 per cent in the 1950's and 9.2 in the 1960's, whereas typical rural counties lost population. The Dodge gain nevertheless was behind the statewide increase of 11.8 per cent. Population density of 77 per square mile is close to the state average.

Dodge County has numerous small cities and villages, but no large cities. Milwaukee is within commuting distance; many county residents commute daily to work in other counties--to Watertown (Jefferson Co.) factories in part.

While growing, Dodge County has not been able to hold all of its natural increase in population. Estimated net outmigration from 1950 to 1960 was 2,310 persons. This was down to 88 people (net) in the 1960's. The median age of residents is higher than the state median.

Median family income is somewhat behind the state average, but the latter figure is heavily weighted by the buying power of the highly urbanized areas. Dodge County ranks well in buying power with counties of its class.

As in all of Wisconsin, both the number of farms and the amount of land in farms are declining. The decline in Dodge County is slower than in most counties, however. From 1959 to 1969, the number of farms decreased from 3,641 to 2,461. Land used in farming fell from 501,945 acres to 445,807. At the same time, the average size of farms showed an increase. Dairy products are by far the most important source of farm income, but the county has long been an important vegetable producer. It generally leads Wisconsin counties in acreage planted to sweet corn and to green peas; Wisconsin holds first or second rank in both.

By Wisconsin standards, very little of the land is in woodlands: 8 per cent, compared with the state average of 43 per cent. The leading species are hardoods, such as oak, elm, and maple. The principal mineral production is in lime, sand and gravel, and limestone (metallurgical and roadstone).

Probably because of competition from metropolitan centers, per capita retail sales within the county are below the state average. The strongest lines are lumber, hardware, and farm equipment. The chief gap is in general merchandise.

There are 112 manufacturing jobs within the county per thousand of population, compared with a statewide average of 118. Between 1963 and 1967 the county's industrial growth rate was faster than the state's, as measured by its share of total value added by manufacture and by total payroll.

Food production is carried on by more than 50 firms, but the predominant production in terms of employment and value is in metalworking groups. The farm machinery company is the largest employer. The growth of metal fabrication in the county is probably its most distinguishing feature. Footwear is the other leading industry group. Service-type employment is rather low.

The county is served by the Soo, Milwaukee, and Chicago & North Western railroads. Highways connect it with the Fox River Valley industrial district to the north and the Milwaukee area to the east. Residents can drive to either Madison or Milwaukee to obtain scheduled flight service.

FOND DU LAC - A DESCRIPTION

Fond du Lac County lies at the south end of Lake Winnebago. Its name in French means "foot of the lake." The county is divided by the Niagara escarpment, a resistant ridge of limestone. It runs westward from Niagara Falls through Ontario and Michigan, and on its southwestward course through Wisconsin forms the bluffs along Lake Winnebago in Wisconsin. The contours of Fond du Lac County were smoothed by glaciers. The small, oval hills called drumlins, and the potholes of the kettle moraine country in the southeastern corner are evidence of glacial action and the melting of huge ice blocks.

When the first settlers came in 1836, the land was covered by mixed hardwood forests. They were rapidly cleared (today only 11 per cent of the county remains forested), and wheat became a great cash crop. Water-powered grist mills were an important supplemental source of income. Fond du Lac County farmers were among the first in the state to switch to dairying and diversified farming. Milk today is the most important source of farm income, and the county is a state leader in the production of cheese.

The proportion of persons engaged in manufacturing, agriculture, and the service jobs is nearly the same as the state average. Income per family is just equal to the average for the state. Incomes are relatively high for a non-metropolitan area. Retail sales, at $1,715 per capita, are above the state average. Probably the 1963 census was in error.

In the first two decades of statehood (1850-70) population jumped from about 14,000 to more than 46,000. Growth then settled to a steady pace a little slower than the over-all expansion rate of the state. The 1960-70 rate of growth was about 13 per cent, compared with a state average of 12 per cent. Present population density is well above the state average. In the 1950-60 decade the county failed to hold its natural gain from births over deaths, and experienced a net outmigration of about 2,845 persons. In the 1960's there was some inmigration.

Although it ranks only 40th among the counties in land area, Fond du Lac County is among the state leaders in total cash income from farming. The average annual sales per farm are about $3,000 greater than the state average. The county is a national leader in the production of green peas and sweet corn.

Total farm employment, the number of farms, and the amount of land farmed have declined, but more slowly than in most of Wisconsin. The size of the average farm increased by about 17 per cent during the last decade. The average Fond du Lac County farmer has a greater investment than farmers in most of Wisconsin.

Fond du Lac County had about 10,000 factory jobs when the 1967 Census of Manufactures was taken. The number of manufacturing jobs per 1,000 population is about 122 compared with a state average of 118. Laundry equipment, outboard motors, machine tools, and various other machinery types are the largest employers, but the older foods, textiles, and leather industries are still widely represented. One of the major employers attracted to the area recently was a non-manufacturing firm, which tabulates data at Fond du Lac for its clients.

Fond du Lac County has a fairly important mineral industry. Dimension limestone is produced, and some lime. Sand and gravel are other products. The forest resource is of modest proportions, with oak, elm, and maple listed as leading species.

The county is served by three rail lines (The Milwaukee Road, the Chicago and Northwestern, and the Soo Line), and is crossed by U.S. 41, a major divided highway from Chicago and Milwaukee to the Fox Valley-Lake Winnebago region. Scheduled flights are available at the Oshkosh airport.

People from the lakeshore cities as well as the neighboring areas find it easy and rewarding to visit here. The Horicon Marsh wildlife refuge is partly in Fond du Lac County, and about one-third of the Kettle Moraine state forest. Sportsmen have access to thousands of acres of state-owned or state-leased hunting and fishing grounds.

Fond du Lac has a state university branch campus (2 yr.). It also has a technical institute for vocational courses.

Center 11

The Waukesha center serves a two-county area with a total population of 291,425, an area of 1,119 square miles, and a population density of 260 persons per square mile. This area borders on, but does not include, a large metropolitan area. Three quarters of the people live in numerous urban areas ranging from a few thousand to 40,000 in population. The center is located in the largest community and is sponsored by a Social Security Administration office.

JEFFERSON COUNTY - A DESCRIPTION

Jefferson County, in southeastern Wisconsin, is an area of farms, small cities and villages. It has diversified manufacturing activity.

The county is growing at a faster rate than the state as a whole, and should maintain this lead. Population density of 106.5 per square mile is a bit higher than the state average, but is still light when compared with metropolitan areas. The median age of residents is almost the same as the state median age. Indicative of employment opportunities, the county gained about 2,000 residents through inmigration during the decade of the 1950's, and up to 5,700 in the 1960's.

Income per family in 1969 was below the state average by just a hair. With 1.36 per cent of Wisconsin's population, Jefferson County had 1.32 per cent of the state's buying power. It should be pointed out, however, that only a relatively few counties actually equal the state average income figure, which is weighted upward by the highly urbanized regions.

Almost four times as many Jefferson County residents have manufacturing jobs as have farm employment. Thirty years ago farming was far ahead of manufacturing. Farming, however, still accounted for 10 per cent of the county work force in 1970, compared with only 6.5 per cent throughout the state. Jobs in transportation and utilities and in "other services" were still proportionately few in 1970.

As is typical of most counties, the number of farms is declining. From 2,934 farms in 1950, the number dropped to 2,073 in 1969. The percentage of land area in agricultural use slipped from 89.7 per cent to 76.5. The county's farms have average sales of $16,000, compared to the state average of $15,000. Dairy products are the single largest source of farm income.

Only 9 per cent of the land area is in woodlands, compared with a statewide average of 43 per cent. The most common species are oak, elm, and maple. Principal minerals produced are sand and gravel, and crushed limestone.

Retailing is relatively strong in Jefferson County. Per capita sales are about at the state average. There is considerable tourist traffic, boating trade, and the like. Only in the general merchandise category do sales fall much below the county's "share" of statewide volume. Wholesaling is much more modest, amounting to .65 per cent of the state figure.

Jefferson County manufacturing made above average gains in the 1963-67 period in such measures as number of employees, payroll, and value added by manufacture. Products made by the larger firms are varied: shoes, food, machinery, business machines, meat products, malt, lighting fixtures, dairy equipment, industrial process ovens, and furniture. In 1969 there were 128 jobs per 1,000 population, above the state average of 118.

Milk products plants were located here early in Wisconsin's emergence as a dairying state. Canning of vegetables was also once more important than now. Knitting mills and shoe factories have long been part of the industrial scene. The dairy equipment and food type of special industrial machinery were from the start closely identified with the processing of agricultural products of this section. A sizable maker of malt and the leading Wisconsin maker of upholstered furniture are located in the county.

Wisconsin State University at Whitewater, just across the line from Jefferson County, has become an important asset to the area. It has been especially strong in commercial subjects.

Rail service is furnished by the Chicago & North Western Railway and the Milwaukee Road. The county has regionally important north-south highways, and also two principal east-west highways (I-94 and U.S. 18) that pass through while linking Milwaukee and Madison. Scheduled flights are available at Madison and Milwaukee.

The county takes its name from the third president of the United States. Settlers began arriving in 1835. Wheat was the principal crop in the post Civil War era, but interest turned to dairying, and Jefferson County was one of the focal points for the new industry. The Hoard family is famous in this connection.

WAUKESHA COUNTY - A DESCRIPTION

Waukesha County has been growing at a faster rate than the state as a whole since 1920. In the period 1950-1960, the county's population increased by 84.2 per cent while the state's was going up 15.1 per cent. Rapid growth continued in the 1960's, even though the rate of gain declined. Waukesha County's percentage increase from 1960 to 1970 (46.2) topped all Wisconsin counties.

Located in the important southeastern Wisconsin manufacturing district, Waukesha County is a producer of engines, foods, printing, castings, machinery, and numerous other products. Many new manufacturers have come into the area since World War II, and the rate at which industrialization has taken place is considerably ahead of the state as a whole.

Because of its location, many residents work in neighboring Milwaukee County. It is estimated that in 1970 the county was a net exporter of some 10,000 industrial workers. That is to say, 10,000 more persons commuted to factory jobs outside the county than commuted from elsewhere to work in Waukesha County plants. Jobs now seem to be coming to the area at such a great rate that commuting to Milwaukee may be slowing.

Recent years have seen a vast shrinkage in farming in the county, as much land was platted for subdivisions. In 1950, 83.6 per cent of the land was in farms; by 1964 the percentage had dropped to 58.5 per cent. By 1969 the figure was 47.1. The number of farms in this period fell from 3,049 to 1,224. The average size increased, from 97.6 acres to 136.4 acres.

The degree of urbanization is illustrated by the population density of 416 persons per square mile, which compares with a statewide average of 81. It is, however, a county of villages and small cities. The largest community is the city of Waukesha, with slightly more than 40,000 residents.

Median family income at $12,795 is substantially higher than the statewide average, reflecting in part the high earning power of many of the commuters. Waukesha just beats out Ozaukee for highest incomes in Wisconsin. The volume of retail trade is lower than one would anticipate on the basis of income, because of competition from Milwaukee. However, retailing is shown to be registering very rapid gains in Waukesha County, as new shopping centers are built.

Dairy products are the largest single source of farm income, but cash cropping is noticeable. This is typical for southeastern Wisconsin. Only 1.8 percent of the county's jobs are in agriculture. For the state as a whole, 6.5 per cent of the employment is agricultural. There are many part-time farms, which brings down the average sales per farm.

Thirteen per cent of the land area is in woodlands; oak, elm, and ash are among the leading species. The county has a large mineral output, with quarries producing sand, gravel, and dimension limestone. Peat also is produced.

Carroll College at Waukesha is a four-year liberal arts school. A two-year branch campus was opened by UW at Waukesha in the fall of 1966.

So closely is Waukesha County tied to the lakeshore district that it is included by the Bureau of the Census in the Milwaukee standard metropolitan statistical area.

The first white travelers in the region were impressed by the beauty of the countryside. Prairies were broken and put to the plow at an early day, and the state's first railroad ran from Milwaukee to the city of Waukesha. Railroads serving the county now are the Soo, Milwaukee, and Chicago & North Western. Mitchell Field, on the south edge of Milwaukee, provides excellent air service.

Because of its numerous lakes, the county has long been a resort center. The old-time resort hotel, however, has been declining in importance, but the county's seasonal hotels, motels, and resorts are important income sources.

Citizens and government officials long have been active in community and countywide planning programs. The county played a key role in organization of the Southeastern Wisconsin Regional Planning Commission. Offices are at Waukesha.

Center 12

The Wisconsin Rapids center serves a three-county area with a total population of 122,137, an area of 2,258 square miles, and a population density of 54 persons per square mile. One county is completely rural; 47% of the population in the other two counties live in urban areas, mostly in three communities of 23,000, 19,000, and 16,000, respectively. The center is located in the community of 19,000 and is sponsored by a Social Security Administration Office.

ADAMS COUNTY - A DESCRIPTION

Adams County lies a little south of the central part of Wisconsin. The southern boundary is about 75 airline miles north of the Wisconsin-Illinois boundary. The county's western border is formed by the Wisconsin River.

The greater part of Adams County consists of sandy flats and marshes. The skyline is broken by isolated knobs and by castellated hills and ridges resembling the buttes and mesas of the western United States. A belt of morainic hills extends across the southeastern section of the county. Erosion of the weak Cambrian sandstone bedrock was responsible for the creation of the plain. A glacial lake covered a large area of central Wisconsin during the glacial age, and outwash between the moraine and the edge of the lake contributed more leveling.

It is believed that lumbermen first entered this area after the War of 1812, although this was never one of the great Wisconsin lumbering counties. Lumbermen and suppliers passed through on their way to the pineries to the north. Farming, which began about 1850, found a market in the lumber camps. The county was organized in 1848. Only 187 persons were living in the county in 1850, and the area at that time included what is now Juneau County. However, settlers flooded in during the '50's, and in 1860, despite a reduction of the county to its present boundaries, the population reached nearly 6,500 and a peak of 9,287 in 1920. The 1970 figure (9,234) almost matched the 1920 count.

During the 1960-70 decade, population increased by 22 per cent. Many people moved into mobile homes. The number of persons per square mile is low – 13.6, compared with a state average of 80.8. This reflects the fact that only about one-third of the land is in farms, and that relatively little of this farmland is in crops.

Population characteristics differ markedly from the state pattern: Adams County has fewer young people and more older people. The median age (half the people older, half the people younger) was 34.7 years in 1970, compared with 27.2 years for the state as a whole. During the 1960's, some 1,500 more persons moved into the county than moved out. This was an abrupt change from the 1950's.

Income per family trails the state average, but it measures up fairly well with several rural counties. The county has a relatively high number of households in the lower income brackets. With .21 per cent of the state's population, the county had .15 of the state's buying income in 1970, according to available estimates.

While 690 Adams County residents had manufacturing jobs in 1970, the greater portion of these residents were commuting to jobs in other counties. The number of manufacturing jobs in the county is probably less than 275 – but a sizable increase in recent years. Farming, although the number of persons engaged has declined greatly over the years, still in 1970 accounted for 13.5 per cent of the jobs held by residents, or double the statewide average. About two out of five farm operators worked off their farms more than 100 days in 1969.

The number of farms has been decreasing, as well as the amount of land in farms. The average size per farm and the value per farm has increased. These trends were seen throughout Wisconsin. Sales per farm in 1969 were below the state average, but the percentage gain in sales between 1964 and 1969 was well above the state average. Dairying is the largest single source of farm income, but vegetables and field crops show the fastest gains. Irrigated land in farms increased from 943 acres in 1959 to 6,965 in 1969. Extensive reforestation has brought the percentage of land area in woodlands to about 60 percent, but some second-growth land is being cleared for vegetable farming. The forest resource base consists mainly of jack pine and miscellaneous oaks. Sand and gravel are the principal minerals produced.

Retail sales reflect the cash income data. With .21 per cent of the state's population, the county has .11 per cent of the state's total retail sales. Per capita sales in 1967 were $933 compared with $1,577 for the state. The relatively strongest retail segment is automotive, followed by eating and drinking places. These findings tie in with tourism. The county's share of service industry receipts, which includes resorts (etc.), dropped slightly between 1958 and 1967.

Manufacturing units are small, and the county's share of the state's industrial production is very small. There were 22 manufacturing jobs within the county for each thousand of population in June, 1969. Statewide, the ratio was 118 per thousand.

The principal north-south road is State Highway 13, and the main east-west road, State Highway 21. Rail service is provided by the Chicago & North Western, whose Milwaukee-Twin Cities main line crosses the county. Scheduled flights are available at Wisconsin Rapids or Madison.

PORTAGE COUNTY - A DESCRIPTION

Portage County, originally heavily forested, became the scene of extensive lumbering operations in the decade before the Civil War. The Wisconsin River, which furnished a means of log transportation and served as a source of power, drew saw mills to the area at an early date. Much of the cleared land went into farms. This is one of the few Wisconsin counties where Polish immigrants outnumbered Germans.

Today, much of the county's industry still depends upon the forests for raw materials but these are drawn from a wide area. Paper and woodworking are the dominant manufacturing industries.

The county's growth was slow from 1910 to recent times, when college students flocked to Stevens Point. In the decade of the 1950's, the number of inhabitants rose by 6 per cent, compared with a statewide increase of 15 per cent. The county was unable to hold its full natural increase; in the 1950's, some 3,000 more persons moved out of the county than moved in. In the 1960's, the population gain was almost 29 per cent, and a big inmigration was recorded. University students accounted for much of this.

The population density, 59 persons per square mile, is indicative of a fair degree of industrialization. There are 55 manufacturing jobs per thousand population, compared with 118 per thousand statewide. The manufacturing payroll was about $17 million annually in 1967.

As is typical of most agricultural areas, the number of farms in Portage County is declining, as is the acreage in farm land, while the average size per farm and the value per acre are rising. The 1950 Census of Agriculture counted 2,552 farms, while the 1969 census reports 1,352. Farm acreage dropped 56,000 in just the years 1964 to 1969. Farm products sold were valued at $22 million in 1964, compared with $21 million in 1969. Unusually high prices for fresh potatoes accounted for the 1964 level.

Portage County has a combination of soils (sandy loams), much fairly level topography, and vast underground water supplies as well as surface waters--all factors in considering supplementary irrigation for production of cash crops. The gain in irrigated land from 2,800 acres in 1954 to 25,100 in 1969 is indicative of what has been undertaken in the way of investments by potato and other vegetable growers. Potato acreage doubled from 1959 to 1964 (8,001 to 16,446 acres). Portage is the leading county in Wisconsin, even though acreage was down some by 1969. Production was 3,914,433 hundredweight in 1964. Snapbean acreage reached 5,051 in 1969, doubling since 1959. Cucumbers and some other vegetables are grown in volume, changing the character of much of southeastern Portage County.

Manufacturing provides more jobs than does agriculture and forestry. Service employment runs relatively high, largely because of the presence at Stevens Point of large insurance companies and of the state university. The college provides majors in the liberal arts, as well as in education.

Family incomes are relatively high for a nonmetropolitan area. They are somewhat concentrated in the middle range.

Portage County's retail trade status has been improving. Sales by apparel and furniture stores are noticeably high. With 1.08 per cent of the state's population, the county has only an estimated .95 per cent of the state's income. Considering, however, that state averages are weighted heavily by the high income counties of the southeast, the county's buying power is fairly high.

Lying near the geographic center of the state, Portage County is well supplied by rail and highway transportation. It is crossed by Highway 51, a main north-south route, and by Highway 10, an important east-west route. Railroads are the Soo, Milwaukee, Green Bay & Western and Chicago & North Western. There is local air service and a better flight schedule at Mosinee, to the north.

About 31 per cent of the land area is in woodlands, compared with a state average of 43 per cent. In terms of sawtimber, oak, elm, and pine appear to be leaders.

Since it is on the southern edge of the Wisconsin vacation country, Portage County has a considerable volume of tourist traffic. There are numerous forms of outdoor recreation within the county.

WOOD COUNTY - A DESCRIPTION

Wood County was created from Portage County in 1856, but settlements go back to 1827, when shingles were cut in the region. Valuable pine timber attracted settlers to the southern part. German immigrants, largely Bavarians, were significant in growth of the Marshfield area, around 1880. Lumber mills grew into large industries, but when the lumber industry was waning, by perhaps the 1880's in this area, paper mills were erected to take advantage of waterpower sites developed in the sawmill days. The Wisconsin River flows through the southeastern corner of the county, and as it descends here from the northern highlands to the central Wisconsin sandy plains the drop in elevation provides the power potential that has made this an industrial area.

About 42 per cent of the land area is in some type of woodland. Oak and various softwoods are the leading forest types. Industry relies heavily on timber and pulpwood from other states.

Manufacturing provides employment for about 35 per cent of Wood County residents, as compared with a state average of 31 per cent. There are about 5,000 workers in the paper-making industry. This type of employment has grown steadily over the years, and investments in new machinery have been very large. Some forecasters are saying that employment itself may grow less. Coated papers and bond paper are major products of local firms. Other major industries are plywood and lumber products, heating, cooking equipment, mobile homes (strikingly strong in this area), and shoes. Metals industries and machinery provide over 1,000 county jobs, and mobile home firms employ over 500. There is some in-commuting of workers from adjoining counties to fill the jobs available in Wood County.

Agriculture and forestry provided only 6 per cent of the jobs held by residents in 1970. The number of residents holding jobs of this type was cut in half between 1930 and 1960, while employment in manufacturing more than doubled. In the sixties jobs in agriculture declined severely, and fewer residents reported factory work in 1970 than in 1960.

In 1940, acreage in farms represented 72 per cent of the county's land area, and according to the latest Census of Agriculture the figure is 49 per cent. At the same time average farm size has increased and is now over a quarter section. There were 1,473 farms in 1969 compared with over 2,600 in 1950.

The northern part of Wood County has heavier soils and more rolling topography than the southern part, which has flat, swampy areas, and more or less sandy soils. Dairying is characteristic of agriculture in the northern section, while specialty crops such as cranberries and vegetables are typical of the southern section. The county is known as the state leader in cranberry production. In recent years over 1,500 acres of marshland has been put to this use. Nonetheless, farm incomes are well below the state average, with dairying the major source of income.

In 1969 there were 168 manufacturing jobs per 1,000 population, compared with a statewide figure of 118, which is itself above the national average. Population density, 80 inhabitants per square mile, indicates a relatively high degree of urbanization. Few counties outside of southeastern Wisconsin have such sizable cities as Wisconsin Rapids and Marshfield.

In the 1950's Wood County gained population more rapidly than any other county outside southeastern Wisconsin. The 1950-60 change was 17 per cent, compared with a statewide gain of about 15 per cent. Growth was slower in the sixties. Yet about 2,100 more people left the county in the 1950's than moved in, so growth of jobs evidently fell behind needs. Outmigration was even higher in the 1960's.

Incomes are relatively high for a county outside the southeastern metropolitan region. Manufacturing wages average just slightly below the state average. Median family income at $9,733 in 1969 was below the state figure.

Retail sales are strong. It looks suspiciously as if the Census Bureau made some big errors in the 1967 retail trade data, exaggerating county sales. The problem may be in "foods."

Wood is nearly centrally located in Wisconsin. The county seat, Wisconsin Rapids, is about 108 miles north of Madison, 160 miles northwest of Milwaukee, and 187 miles east of the Twin Cities. Railroad service is provided by the Soo Line, the Green Bay and Western, the North Western, and the Milwaukee Road. The county has major trucking operations.

Commuter flights are available at Wisconsin Rapids and Marshfield.

Center 13

The Milwaukee center serves a highly urban one-county area with a total population of 1,054,063, an area of 237 square miles, and a population density of 4,448 persons per square mile. The area is completely urban. The center is comprised of a central coordinating office and four satellite locations. It is jointly-sponsored by the local United Community Services and the Community Relations-Social Development Commission.

MILWAUKEE COUNTY - A DESCRIPTION

Milwaukee County, which contains the 12th city in population in the United States, is becoming almost completely urban in appearance and economic character. The standard metropolitan statistical area (with Washington, Waukesha and Ozaukee counties) is ranked 19th in the nation. Almost 24 per cent of Wisconsin's population is in the county.

Milwaukee County has about 35 per cent of all manufacturing jobs in the state. Its retailers do about 27 per cent of all retail trade, and wholesalers handle over 50 per cent of this type of business. Service industry receipts are in between–about 42 per cent of the Wisconsin total.

Milwaukee County passed the Indian trading stage about 1835, when settlers began to come by the thousands, mostly in lake steamers. Milwaukee became a great grain shipping port when wheat production was at its peak in Wisconsin and nearby states.

Milwaukee County has, in addition to older native American stocks, a large population of German ethnic origin, a sizable Polish population, and people from many other nations. It is apparent that these immigrants brought old-world skills, not only in beer-making but especially in metalworking, that help to explain the fabulous industrial growth of this county. The county had a favorable location for assembling raw materials (iron, steel, hides, etc.) and for serving the growing eastern and western markets, and this helps account for the great machinery plants that grew up.

Milwaukee has provided a large part of all the machinery used on the iron ranges of the Upper Great Lakes and Canada, much of the nation's woodworking and forest-industry machinery, roadbuilding equipment, and farm machinery. With the third largest maker of heavy electrical machinery and with first rank in electrical controls, the area is a great center for knowledge and skills in this field also.

The county's gain in population (1.8 per cent) in 1960-70 was rather small. The suburban explosion caught up with Milwaukee, as it did with most sizable cities. Net outmigration is estimated at over 100,000. Downtown Milwaukee lost thousands of inhabitants. The over-all population density of 4,410 per square mile is not among the highest in the nation.

Manufacturing employment has varied considerably through the years. Although the county has over 1,800 establishments in widely diversified lines, it is still true that the largest group, machinery, is subject to relatively wide cycles. There has been a loss of employment in light consumer's good industries in the last quarter century, but the durable lines have tended toward greater diversity. The area did not participate to the extent of most centers during World War II expansion programs, and fell behind considerably until the capital goods booms in the post-war period. The machinery sector was weak in the 1960-3 period, made remarkable gains in the latter part of the 1960's, and then shrank as worldwide demands declined.

Milwaukee County provides jobs for thousands of daily commuters from adjoining counties–probably more than 15,000 such jobs in manufacturing alone. Its economic base is large relative to its population. Jobs in trade, services, finance, government, transportation and the like are growing more rapidly than manufacturing. Like all our major manufacturing centers, the Milwaukee area is becoming more nearly average in terms of occupational structure. Yet, manufacturing is still far above average and promises to remain high. Many smaller firms are moving into adjoining counties, following the population diffusion pattern.

The 1969 Census of Agriculture counted 245 farms, with a total of about 17,500 acres, or 11.5 per cent of the land area of the county. Most of the "farms" are really of the truck garden, greenhouse, vegetables and fruit type, with a value of $132,000 per farm.

Incomes are noticeably high in Milwaukee County. Buying power estimates support the family income figures. Considering the substantial numbers of disadvantaged in the central city, these figures are a bit surprising. However, the number of families with incomes under $4,000 is sizable.

Milwaukee County has several colleges and universities. The largest are Marquette University and the University of Wisconsin - Milwaukee. The industrialist will also be much interested in the Milwaukee School of Engineering and the technical (vo-ed) school at Milwaukee, recognized as tops in the nation.

In addition to highway and rail services commensurate with its size, Milwaukee has a major Seaway port. The car ferry service across Lake Michigan provides rail service to Michigan ports; this can be of considerable value in connection with "in transit" privileges. Mitchell Field is a major airport.

The WIS Network

WIS serves 33 counties with a total population of 2,775,561, and an area of 27,172 square miles. The overall population density is 102 persons per square mile. Three-quarters of the population served live in urban areas. The area covered by the network amounts to half the state in terms of land area, and nearly two-thirds of the population of the state. The network office is located in Madison and is sponsored by the Division on Aging, Department of Health and Social Services in the state government.

Appendix E: Public Reaction to WIS

Indications of public reaction to WIS exist in addition to the user satisfaction questions on the I & R User Survey. These include the responses to an open-ended question on the IRUS, letters of support from the community (both professional and private individuals), and spontaneous responses in the form of letters and comments about the program published in newpapers.

User Comments

The final question (19) on the IRUS is "Do you have any suggestions for how we might improve the Wisconsin Information Service?" About two-thirds of the survey respondents left this question blank or simply said, "No." The remaining respondents wrote in comments which took a variety of forms:

> About 61% of the responses seemed to be of a generally positive nature and without specific suggestions regarding WIS. These expressed positive judgements of the value of WIS and appreciation for WIS staff time and concern and for help received.

About 14% of the comments specifically suggested that WIS publicize itself more. These comments might be viewed as positive in nature; WIS was judged by these respondents to be of enough value that it should make itself more widely known to people.

About 8% of the comments gave other suggestions for improving WIS. Some of these were clearly reactions to a less-than-satisfactory experience with WIS; others appeared intended as suggestions to make an already good service better.

The remaining 17% of the comments did not fit into any of the above categories. Some were simply factual, neutral statements of what happened when the respondents called WIS; some were requests for more help; many were cryptic or random comments which were written in by Question 19 but which did not seem to respond to the question.

Examples of positive comments on IRUS Question 19 are:

"None [suggestions] at this time. I found the service most helpful and have already referred others to it."

"I found the service excellent-cordial—I shall certainly call again if I need assistance."

"I was very pleased with the prompt, courteous service. Although the help I needed wasn't feasible at this time, other alternatives were suggested."

"In my case it was just fine. The person in charge called three times to make sure everything possible was being done. I felt comfortable speaking to the young lady."

"Thanks! It's about time we had a public service like this."

Examples of suggestions regarding publicity (in response to Question 19 on the IRUS) are:

"The only thing I can think of—become better known—there are so many confused people who could use your service."

"I happened on WIS more or less by chance. Perhaps it would help to let the community know more about the service."

"Few people know about this service. I think it is very helpful and deserves more exposure."

Examples of other suggestions in response to IRUS Question 19 are:

"You could be open longer hours."

"Add another trunk line—busy signal twice."

"Just work hard to keep more funds coming in and keep competent people working for you. I think the Wisconsin Information is a must. It could be improved by having a larger amount of personnel and making it more far reaching."

Letters of Support from the Community

When the time came for WIS to seek continued funding, and the availability of funds was in doubt, the WIS project received strong support from the community. Some 142 letters of support came from:

Public or governmental agencies (66 letters)
Private or voluntary organizations (33 letters)
Private individuals (33 letters)
Schools or universities (10 letters)

Portions of some of these letters are typed below:

As the liaison counselor between the County Department of Social Services and DVR I have found that the Wisconsin Information Service sponsored by your agency has been an invaluable resource for people on Welfare. As you may know people on Welfare usually have multiple problems and need help desperately. The Wisconsin Information Service has been able to help clients on Welfare by advising them of the resources available to them.

I also work with the Spanish speaking population of [blank] town. Most of the Spanish speaking people have multiple problems because of the language barrier. Again, I have been impressed with the service rendered to the Spanish speaking by the Wisconsin Information Service.

I urge you to continue to finance this vital and worthwhile service to the people residing in [town] and [town]. Many of my clients have benefited from it and I would hate to see it cut due to budget considerations. It is helping people become productive and in the long run is saving the taxpayer money by preventing minor problems from becoming major.

Sincerely,

The reference staff at the Public Library has enjoyed extremely satisfactory relationships with the Information and Referral Center and wish to heartily endorse the continuation of its services. There is no other agency to link agencies in our area that we can contact when we have exhausted our own resources, which happens in many instances. Not only are we a university community with students of all ages and levels using services and also doing research about different topics and agencies, but we also have a large senior citizen group which has benefited from its services. Often the local, state and/or Federal governments have not yet disseminated needed information; therefore, we either contact the Information and Referral Center or send people directly to the agency.

The Information and Referral Center employees are always positive to our requests, and we complement one another's information services. The agency fills a definite need in our area, and we would regret any cutting of its services; therefore, we recommend continued funding.

Yours truly,

This letter is to ask that the Wisconsin Information Service NOT BE DROPPED from the State Budget.

Wisconsin Information Service performs an invaluable service to the community including the organization of Parents Without Partners. We have published the Wisconsin Information Service telephone number in our newsletter with excellent response.

Our members have found it comforting to know that there is an agency available to help with most any problem or able to direct them to the agency that can directly help. Sometimes there are problems that cannot be identified correctly and this is where the Wisconsin Information Service provides invaluable assistance.

Our members and their families and friends do use the service and so not want it dropped.

PLEASE INCLUDE THE WISCONSIN INFORMATION SERVICE IN THE STATE BUDGET!!

Most Sincerely,

Letters to WIS from Callers

Some WIS users included notes or letters when they returned their surveys. The content of these roughly followed the pattern of responses to Question 19 described above.

Occasionally such messages asked for more information or aid; some explained the usually-favorable outcome of the person's having contacted WIS to solve a problem; some outlined unmet needs or gave suggestions for improving WIS; most expressed appreciation for the information or help received from WIS.

Selected examples of letters which came in with IRUSs are:

I would appreciate any brochures on your service. I need to be aware of community services as president of "Who's New," an organization that welcomes new executive families to the city.

Sincerely,

I would like to thank the lady that helped me. Not only did she help me with the medical information I needed but she was concerned enough to call me back to see how everything worked out. I was re-assured and calmed by talking to her. It is wonderful that this type of service is available to this area. You all do a great job.

Thanks again for caring,

I want to thank the Wisconsin Information Service for trying so hard to help me with my problem.

This is a good service. So many people have problems and don't know where to go or what to do to solve them.

Thank you again,

Appendix F: Forms Used for Data Collection for the Evaluation

Included in Appendix F are various forms developed for the Wisconsin Information Service demonstration program by the project staff at InterStudy. These forms are used in collecting the data needed for the various functions of an I & R center. These forms are listed below in the order in which they appear in the appendix.

Facility File Form
J-Sheet
Summary of Resource File Development
Resource File Development–Time Breakdown Sheet
Caller Interview Form
Referral Form
I & R User Survey
Telephone Follow-Up Card
Biographical Summary Sheet
I & R Worker Report
Monthly Report of Grant Expenditures
Escort and Transportation–Reimbursement Ticket
Publicity Report Form
Planners Request Form

FACILITY FILE FORM*

SEARCH: A Link to Services

FACILITY NUMBER 1 ☒ 2-7 ☐☐-☐☐☐☐

A **Facility Identification:** 1 Facility name:

8-43 ☐☐☐☐

F Eligibility Requirements:

7 Age group: 55 ☐ No restrictions 56-59 ☐☐ To ☐☐
Variations/services? 60 ☐ Yes ☐ No
P/S CODES: ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___

8 Sexes served: 61 ☐ Males ☐ Females ○ Both
If both, are variations made for special services? 62 ☐ Yes ☐ No
P/S CODES: ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___

9 Service regardless of marital status? 63 ☐ Yes ☐ No
Statuses served: 64 ☐ single 65 ☐ married 66 ☐ divorced
67 ☐ seperated 68 ☐ widowed
Variations/services? 69 ☐ Yes ☐ No P/S CODES: ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___

10 Families served regardless of composition? 70 ☐ Yes ☐ No
Groups not served: 71 ☐ married, no children 72 ☐ 1 parent, 1-2 children
73 ☐ 1 parent, 3+ children 74 ☐ 2 parents, 1-2 children,
75 ☐ 2 parents, 3+ children 76 ☐ Other _____
Variations/services? 77 ☐ Yes ☐ No P/S CODES: ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___

→ CARD 5

11 Citizenship restrictions? 8 ☐ Yes ☐ No
Groups not served: 9 ☐ noncitizen 10 ☐ alien/visitors visa
11 ☐ alien/residence visa 12 ☐ illegal immigrant 13 ☐ Other _____
Variations/services? 14 ☐ Yes ☐ No P/S CODES: ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___

12 Occupational restrictions? 15 ☐ Yes ☐ No
Groups not served: 16 ☐ student 17 ☐ civil serv 18 ☐ armed serv
19 ☐ this facility 20 ☐ Other _____
Variations/services? 21 ☐ Yes ☐ No P/S CODES: ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___

13 Organization member restriction? 22 ☐ Yes ☐ No
Groups served: 23 ☐ prepaid plan 24 ☐ union
25 ☐ club or fraternal order
Variations/services? 26 ☐ Yes ☐ No P/S CODES: ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___

14 Accept state health plan care patients? 27 ☐ Yes ☐ No
15 Accept Medicare patients? 28 ☐ Yes ☐ No
29 ☐ Accept Medicare assignment ☐ Charge in addition to Medicare assign
16 Service for anyone in county? 30 ☐ Yes ☐ No
BOUNDARIES SERVED: _____
Variations/services? 31 ☐ Yes ☐ No P/S CODES: ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___

19 Ethnic group preference? 32 ☐ Yes ☐ No
Group(s): 33 ☐ Am Indian 34 ☐ Black 35 ☐ Caucasian 36 ☐ Oriental
37 ☐ Span 38 ☐ Other _____
Services/no preference? 39 ☐ Yes ☐ No P/S CODES: ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___

20 Religious group preference? 40 ☐ Yes ☐ No
Group(s): 41 ☐ Catholic 42 ☐ Jewish 43 ☐ Protestant
44 ☐ Other _____
Services/no preference? 45 ☐ Yes ☐ No P/S CODES: ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___

21 Health-status requirements? 46 ☐ Yes ☐ No
CONDITIONS THAT QUALIFY: _____

22 Official papers or documents? 47 ☐ Yes ☐ No
Which required? 48 ☐ bank book 49 ☐ birth certificate
50 ☐ health ins card 51 ☐ inc tax stmt 52 ☐ ins pol/card/book
53 ☐ mortgage stmt 54 ☐ soc sec card 55 ☐ Other _____

23 County residency requirements? 56 ☐ Yes ☐ No
Length: 57 ☐ 6 mos 58 ☐ 1 year 59 ☐ over 1 year
Which services? P/S CODES: ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___

24 State residency requirements? 60 ☐ Yes ☐ No
Length: 61 ☐ 6 mos 62 ☐ 1 year 63 ☐ over 1 year
Which services? P/S CODES: ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___

28 Other eligibility requirements? 64 ☐ Yes ☐ No
DISQUALIFYING FACTORS: _____

G Accessibility of Services:

18 Interpreter? 65 ☐ Yes ☐ No
What languages? 66 ☐ Chinese 67 ☐ Japanese 68 ☐ Spanish
69 ☐ Other _____ Services/no interpreter? 70 ☐ Yes ☐ No
P/S CODES: ___-___-___, ___-___-___, ___-___-___, ___-___-___

25 Near public transportation? 71 ☐ Yes ☐ No
How near? 72 ☐ on busline/subway, etc. ☐ 1-3 blocks ○ 4+ blocks

26 Parking available? 73 ☐ Yes ☐ No Where? 74 ☐ adjacent
☐ across street ○ 1+ blocks Free for facility user? 75 ☐ Yes ☐ No

→ CARD 6

27 Accommodations for handicapped? 8 ☐ Yes ☐ No
Types: 9 ☐ restrooms 10 ☐ ramps 11 ☐ elevators 12 ☐ wheelchairs
13 ☐ Other _____

H Charge for Services:

17 Method: 14 ☐ full charge 15 ☐ no charge
16 ☐ token fee 17 ☐ low fee 18 ☐ percentage 19 ☐ sliding scale
Variations/services? 20 ☐ Yes ☐ No P/S CODES: ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___, ___-___-___

I Anticipated Changes:

29 Any changes expected in next six months?
21 ☐ Yes ☐ No
WHICH RESPONSES WILL PROBABLY CHANGE? _____

J Problem/Service Codes:

1 Date approved: 22-27 ☐☐ - ☐☐ - ☐☐ (Mo. - Day - Yr.)

2 Date of last up-date: 28-33 ☐☐ - ☐☐ - ☐☐

3 Total number of P/S blocks: 34-37 ☐☐☐☐

4 Sheet _____ of _____

FACILITY NUMBER 1 - 7 8 2-7 ☐☐ - ☐☐☐☐

8-13	8-13	8-13	8-13
14-19	14-19	14-19	14-19
20-25	20-25	20-25	20-25
26-31	26-31	26-31	26-31
32-37	32-37	32-37	32-37
38-43	38-43	38-43	38-43
44-49	44-49	44-49	44-49
50-55	50-55	50-55	50-55
56-61	56-61	56-61	56-61
62-67	62-67	62-67	62-67
68-73	68-73	68-73	68-73
74-79	74-79	74-79	74-79
8-13	8-13	8-13	8-13
14-19	14-19	14-19	14-19
20-25	20-25	20-25	20-25
26-31	26-31	26-31	26-31
32-37	32-37	32-37	32-37
38-43	38-43	38-43	38-43
44-49	44-49	44-49	44-49
50-55	50-55	50-55	50-55
56-61	56-61	56-61	56-61
62-67	62-67	62-67	62-67
68-73	68-73	68-73	68-73
74-79	74-79	74-79	74-79
8-13	8-13	8-13	8-13
14-19	14-19	14-19	14-19
20-25	20-25	20-25	20-25
26-31	26-31	26-31	26-31
32-37	32-37	32-37	32-37
38-43	38-43	38-43	38-43
44-49	44-49	44-49	44-49
50-55	50-55	50-55	50-55
56-61	56-61	56-61	56-61
62-67	62-67	62-67	62-67
68-73	68-73	68-73	68-73
74-79	74-79	74-79	74-79

additional space on back

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Summary Of Resource File Development As Of:

Covering Period:

Date Report Complied _____

Center _____ (_____) Manager _____
Center Number

_____ Total number of Cross Reference File Cards filled out to date. (Do not count AKA's)

_____ Total number of resources with which initial contact (as part of the process leading up to an interview) has been made to date.

_____ Total number of interviews completed to date.

_____ Total number of Facility File Forms completed to date.

_____ Total number of Problem/Service Code Cards to date.

Have you made any attempt to recruit volunteer help? No

Yes: _____Total number of volunteers utilized during this reporting period.

_____Total number of volunteer hours contributed during this reporting period.

List sources of volunteer help which has been utilized during this period:

_____ _____

_____ _____

Any special problems with or comments on the following (use back of page if necessary):

a. Identification of resources:

b. Contacting resources:

c. Interviewing facilities:

d. Transcribing information to
- Facility File Forms:

- Problem/Service Code Cards:

- Master SEARCH booklet:

e. Verifying information with facilities:

f. Recruiting volunteer help:

g. Training volunteers:

h. Use of volunteers
(1) To identify resources:

(2) To make telephone arrangements for interviews:

(3) To interview facilities:

(4) To transcribe information to
- Facility File Forms:

- Problem/Service Code Cards:

- Master SEARCH booklet:

(5) For other work (specify):

Other problems or comments:

Center Number _____

Center Manager _____

Resource File Development
Time Breakdown Sheet

In order to analyze the time it takes to complete a Resource File, we are asking each center to fill out the following information. We are concerned here only with the time you have spent working on the development of the I & R center Resource File. Please estimate as accurately as possible. If necessary, round off time estimates to the nearest half hour.

1. How long did it take to prepare the Cross Reference File Cards?

_____(Estimate total number of man hours)

2. What documentary resources were used for your Cross Reference File? (If any directories were used, list each one singly. Use extra pages if necessary.)

3. Estimate on a <u>per facility</u> basis:

   a) Phone and clerical time to arrange an appointment _____

   b) Travel and interviewing time (including delays, etc.) for:

      (1) large multiprogram facilities _____

      (2) smaller, more single-purpose facilities _____

      (3) very small clubs, churches, etc. _____

4. Estimate average time per inventory booklet:

   a) to check over booklet and reassign new entries _____

   b) to transcribe the A & C sections _____

   c) to transcribe the B section _____

      (1) large facilities _____

      (2) small facilities _____

5. How long did it take to prepare Problem/Service Code Cards (i.e., enter facility numbers and make up new code cards when necessary)?

   a) initially _____ (hours) per _____ (number of facilities)

   b) After several inventories have been completed _____ (hours) per _____ (number of facilities)

6. Describe the method(s) in preparing code cards at your facility. (Use extra pages if necessary.)

7. How long did the verification process take per facility:

   a) preparing material to send for verification _____

   b) follow-up to get verification materials returned _____

8. What was the average cost per facility for the verification process (copying, postage, etc.)

9. How long did it take to prepare the master SEARCH Booklet? _____

CALLER INTERVIEW FORM

A

Caller's name: _____ Phone _____ – _____
(Area Code) (Number)

Address: _____ _____
(Street) (Town)

_____ _____
(City) (State) (Zip Code) (County)

If caller is acting on the behalf of someone else who is the actual client, be sure to obtain the client's name and address also:

Is caller same as client? ☐ Yes ☐ No (If no, fill in client's name and address below)

Client's name: _____ Phone _____ – _____
(Area Code) (Number)

Address: _____ _____
(Street) (Town)

_____ _____
(City) (State) (Zip Code) (County)

Is client's address: ☐ Permanent ☐ Temporary

I & R User Survey to be mailed? ☐ No ☐ Yes _____
(date)

Referral Form mailed? ☐ No ☐ Yes _____
(date)

B

Problems Presented (Use for notes)
(Be sure to list in Section D the code numbers for Problem/Service Intersections identified.)

Previous or present facility contacts, if relevant:

Facility (if applicable)	Name of Contact	Phone

Do not write below this line.

Research Follow-up:

Dates of telephone contacts/notes:

Research Aide: _____

All forms completed? ☐ No ☐ Yes

If no, explain: _____

_____

_____

_____

_____

_____

_____

Date sent to keypuncher: _____

CALLER INTERVIEW FORM

CARD/FORM IDENTIFICATION 1 [1] 2-3 [0 1]

FORM NUMBER 4-10 [ ]

KEYPUNCH OPERATOR [ ]

C

1 Day: 11 [ ]
1 = Monday 4 = Thursday
2 = Tuesday 5 = Friday 7 = Sunday
3 = Wednesday 6 = Saturday

2 Date: 12-17 [ ]/[ ]/[ ] (mo. / day / year)

3 Time: 18-21 [ ] 22 ☐ a.m. 23 ☐ p.m.

4 Initial contact by: 24 [ ]
1 = Phone 4 = Outreach
2 = Mail 5 = Answering service
3 = Walk-in 6 = Other (specify) _____

5 If by phone: 25 [ ]
1 = Local 2 = Long distance

6 Geocode (Leave blank): 26-71

State	County	M C D	Place	Tract Basic	Tract Suf	Cong. Dist	Enumeration District (Bgs.)	Urbanized Area	S M S A	Zip Code

7 Private individual? 1 = Yes 2 = No 26 [ ]
For whom?
1 = For self 2 = For someone else 27 [ ]

8 Facility? 28 [ ]
1 = No
If yes, for:
2 = An individual 4 = Other reason (specify) _____
3 = Information for the facility 5 = Escort/transportation only

Facility name: _____

Facility number: (Leave blank) 29-34 [ ]

→ CARD 2

D

P/S Codes (List separately)	Facility Numbers (List separately)	Action(s) Taken (Mark boxes appropriately)						Notes
		I*	R*	F*	E*	T*	None* (Explain)	
11-16 [ ]	17-22 [ ]	23 ☐	24 ☐	25 ☐	26 ☐	27 ☐	28 ☐	_____
29-34 [ ]	35-40 [ ]	41 ☐	42 ☐	43 ☐	44 ☐	45 ☐	46 ☐	_____
47-52 [ ]	53-58 [ ]	59 ☐	60 ☐	61 ☐	62 ☐	63 ☐	64 ☐	_____

→ CARD 3

11-16 [ ]	17-22 [ ]	23 ☐	24 ☐	25 ☐	26 ☐	27 ☐	28 ☐	_____
29-34 [ ]	35-40 [ ]	41 ☐	42 ☐	43 ☐	44 ☐	45 ☐	46 ☐	_____
47-52 [ ]	53-58 [ ]	59 ☐	60 ☐	61 ☐	62 ☐	63 ☐	64 ☐	_____

→ CARD 4

11-16 [ ]	17-22 [ ]	23 ☐	24 ☐	25 ☐	26 ☐	27 ☐	28 ☐	_____
29-34 [ ]	35-40 [ ]	41 ☐	42 ☐	43 ☐	44 ☐	45 ☐	46 ☐	_____

(Leave blank)
47 ☐ All blank
48 ☐ Numeric codes
49 ☐ Verbal notes

(Leave blank)
50 ☐ All blank
51 ☐ Numeric codes
52 ☐ Verbal notes

*I = Information only or informal referral
*R = Formal referral – Attach Referral Form
*F = Follow-through
*E = Escort, T = Transportation – Attach Escort/Transportation Form
*None = No I & R service provided

(Leave blank)
53 ☐ All blank
54 ☐ Verbal notes

E I & R Services Provided 55 [ ]

0 = No answer
1 = Request inappropriate (explain in section G)
2 = Handled in initial contact (go to section H)
3 = More than one contact (go to section F)
4 = Brief FR contact, no service
5 = Extended interview, no service
6 = Extended interview, service given
7 = Other (explain in section G)
8 = FT contact made, person get in touch with facility
9 = FT contact made, person did not get in touch

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rev. 10/73

F If more than one contact with or about the caller was necessary to provide service, complete this section.

Record numbers from the list below to describe, in order, successive contacts with or about the caller. (The first contact has already been recorded in Section A.)

54-57 ☐☐ second | 58-59 ☐☐ third | 60-61 ☐☐ fourth | 62-63 ☐☐ fifth | 64-65 ☐☐ sixth | 66-67 ☐☐ seventh | 68-69 ☐☐ eighth | 70-71 ☐☐ ninth | 72-73 ☐☐ tenth

Check here 74 ☐ if more than ten

10 = Answering service call back

Center contacted another facility:
- 20 = To arrange referral appointment
- 21 = To obtain information for caller
- 22 = Other (specify) _____

30 = Center arranged contact by another facility
- Name _____
- Reason _____

Center contacted consultant:
- 40 = To obtain information for caller
- 41 = For advice on how to help caller
- 42 = Other (specify) _____

Center contacted caller again:
- 50 = To obtain further information from caller
- 51 = To provide information about caller's request
- 52 = To confirm referral appointment
- 53 = Other (specify) _____
- 54 = No further assistance from center on follow-through
- 55 = Center gave further assistance

Caller contacted center again
- 60 = To give more information
- 61 = To check on progress of case
- 62 = Other (specify) _____

70 = Center contacted state office

80 = Other forms of contact (specify) _____

81 = Outreach worker contacted center

G Additional remarks or notes:

CARD 3

H Permission for I & R User Survey

During final contact, ask the caller (except in the case of a facility calling for general information) if he would mind if he were contacted again by mail or phone to answer a few brief questions about the service he received from the I & R center. Explain that these questions will help the center to improve its service to the public.

Did caller agree to follow-up: 1 = Yes 2 = No 11 ☐

I Summary Section (To be filled out by interviewer after final contact)

1 Time necessary to take care of this caller (Be as accurate as possible): 12-13 ☐☐ hours 14-15 ☐☐ min

2 Number of days from first to final contact (Count day of first contact as day 1): 16-17 ☐☐

3 Do you feel that an appropriate service was found for this caller's needs or that he received the appropriate information?
1 = Yes, fully 2 = Yes, partially 3 = No 18 ☐

4 What do you feel was the role of the I & R center in this instance? (Check those which apply)
- 19 ☐ Help caller clarify problem
- 20 ☐ Verify what the caller already knew
- 21 ☐ Give information only about facilities and services
- 22 ☐ Encourage a caller who was reluctant or unsure about seeking a service
- 23 ☐ Make a formal referral
- 24 ☐ Arrange for contact by another facility or person
- 25 ☐ Give information about a factual issue other than facility services, eligibility, or procedures
- 26 ☐ Act as mediator between caller and another facility
- 27 ☐ Give reassurance to caller
- 28 ☐ Call inappropriate for I & R service – Explain in Section G.

5 Which of the above was the most important role in this case? (Use column number at left of box.) 29-30 ☐☐

6 Interviewer: _____ (Author)

Interviewer's code: 31-34 ☐☐-☐☐ (center code / interviewer number)

More than one interviewer? 1 = Yes 2 = No 35 ☐

REFERRAL FORM

CALLER'S COPY

To: _____

Address: _____

_____

Wisconsin Information Service

This is a reminder
of your appointment at _____ (Name of Facility) with _____ (Person)

Address: _____ on _____ (Day of Week),

_____ _____ (Date)

Phone: _____ at _____ (Time) ☐ a.m. ☐ p.m.

Name of interviewer who made referral: _____

_____ (Wisconsin Information Service)

Reason(s) for referral:

A _____

B _____

C _____

D _____

Other: _____

REFERRAL FORM

CENTER COPY

Name: _____

Address: _____

_____

Do not write in this space

Date: _____

Referral was made to _____ _____
Name of Facility Facility Worker

Address: _____ for _____
Day of Week

_____ _____
Date

Phone: _____ at _____ ☐ a.m. ☐ p.m.
Time

Name of interviewer who made referral: _____

_____
Wilmington Information Service

FORM NUMBER ☐☐☐☐☐☐

FACILITY NUMBER ☐☐-☐☐☐☐

Reason(s) for referral:

☐☐-☐☐-☐☐ A _____

☐☐-☐☐-☐☐ B _____

☐☐-☐☐-☐☐ C _____

☐☐-☐☐-☐☐ D _____

Other: _____

REFERRAL FORM

FACILITY COPY

Name: _____

Address: _____

_____

This person has been referred to your facility for service. Please complete the card below and return it to our office as soon as possible after the appointment date. The information will be used to improve our referrals to your facility and others in the area. Thank you.

Date: _____

has an appointment at _____ with _____

_____ for _____,

_____ _____

Phone: _____ at _____ ☐ a.m. ☐ p.m.

Name of interviewer who made referral: _____

Please complete the form below, detach and return. _____ Wisconsin Information Service

---

REFERRAL RESULT

CARD 1 [1] 2-3 [0 2] FORM NUMBER 4-10 [ ][ ][ ][ ][ ][ ]

FACILITY NUMBER 11-16 [ ][ ]-[ ][ ][ ][ ]

Reason(s) for referral:

17-22 [ ][ ]-[ ][ ]-[ ][ ] A _____

23-28 [ ][ ]-[ ][ ]-[ ][ ] B _____

29-34 [ ][ ]-[ ][ ]-[ ][ ] C _____

35-40 [ ][ ]-[ ][ ]-[ ][ ] D _____

Other: _____

1 Did this person keep his appointment?
41 ☐ Yes 42 ☐ No

2 If not, did your facility follow through in any way?
43 ☐ Yes 44 ☐ No

3 Was this referral to your facility appropriate?
45 ☐ Yes 46 ☐ No – Please explain briefly:

4 Did your facility send this person elsewhere for any of the problems listed above? If yes, for which problems (check letters)?

47 ☐ A 48 ☐ C 51 ☐ Other
49 ☐ B 50 ☐ D

5 Because of this referral, has this person received or is he receiving service by your facility for the problem(s) indicated?
52 ☐ Yes – All 53 ☐ Yes – Some 54 ☐ No

Check those problems not being serviced:
55 ☐ A 57 ☐ C 59 ☐ Other
56 ☐ B 58 ☐ D

Please explain briefly:

6 Because of this referral, has this person received or is he receiving service by your facility for a different problem or problems?
60 ☐ No 61 ☐ Yes – Please explain briefly:

Signature: _____, Date: _____

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"D" TRANSFER TAPE · "D" TRANSFER TAPE · "D" TRANSFER TAPE · "D" TRANSFER TAPE

I & R USER SURVEY FORM ☐☐☐☐☐☐

The Wisconsin Information Service is gathering this information so that it can improve its services to people who need help or information.

Please read each question and place an "X" in the box beside those statements which best describe your experience with the Wisconsin Information Service. Your answers and comments will be kept strictly confidential.

1 Did you call about a problem that you yourself had, or for someone else who had a problem?

- ☐ Myself
- ☐ Someone else – I am a private individual
- ☐ Someone else – I represent a facility

2 How many days did it take before the Wisconsin Information Service helped you or gave you the information you wanted?

- ☐ One day or less
- ☐ Two days
- ☐ Three days
- ☐ Four days
- ☐ Five days
- ☐ Six days
- ☐ Seven or more days
- ☐ They never did help me

3 What do you think of the advice or help that the Wisconsin Information Service gave you?

☐ Excellent ☐ Good ☐ Fair ☐ Poor

4 If a friend of yours had a similar problem, would you recommend that he or she call the Wisconsin Information Service?

☐ Yes ☐ No

5 Do you think you would have found the help or information you needed without the help of the Wisconsin Information Service?

- ☐ No
- ☐ Yes, easily
- ☐ Yes, but it would have been a lot of trouble for me.

---

6 Did you (or the person with the problem) get in touch with any persons or facilities recommended by the Wisconsin Information Service?

☐ Yes (Answer 7) ☐ No (Answer 8) ☐ Don't know (Go to 9)

---

7 a How did you get in touch with the person or facility? (Check all that apply.)

☐ Went there ☐ Phoned ☐ Wrote a letter

b About how long did you have to wait to see or talk to someone?

- ☐ Less than 15 minutes
- ☐ 15 to 30 minutes
- ☐ 30 minutes to 1 hour
- ☐ More than 1 hour (About how long? _____)

c Did the person or facility give you help with the problems you called the Wisconsin Information Service about?

- ☐ Yes, all of the problems
- ☐ Yes, some of the problems
- ☐ No, not for any of the problems

d Did the person or facility send you somewhere else?

☐ No ☐ Yes (Where? _____)

e Did you go there?

☐ Yes ☐ No

f You know your own situation best. Would you say that the Wisconsin Information Service sent you to the right person or facility?

☐ Yes ☐ No

(over)

8 Why not? (Check all that apply.)

- ☐ None was recommended.
- ☐ I had already called or gone to that facility (or person).
- ☐ I didn't think that facility (or person) could help me.
- ☐ I lost the information about the facility (or person).
- ☐ I haven't gotten around to doing it yet.
- ☐ I had a transportation problem.
- ☐ I had transportation but I didn't want to go that far.
- ☐ I had a problem with the language.
- ☐ It was not open at a time when I could go.
- ☐ I had a babysitting problem.
- ☐ There was no place to park.
- ☐ I couldn't afford to pay for it.
- ☐ I took someone else's advice instead.
- ☐ Some other reason. Please explain briefly.

(over)

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6/73-15000

9 If you called for yourself: Have you ever contacted this center before?

☐ No ☐ Yes (How many times?_____)

If you called for someone else: Has that person ever contacted this center before?

☐ No ☐ Yes (How many times?_____)
☐ I don't know

10 If this is the first time you have used the Wisconsin Information Service, how did you hear about it?

☐ Radio
☐ Newspaper
☐ Television
☐ Handbill
☐ Friend or family
☐ Telephone book
☐ Poster or sticker
☐ Outreach worker from Service
☐ Agency or facility (Name _____)
☐ Other (How?)_____

11 If you called the center for yourself, please check questions 12-18.

If you called the center for someone else, questions 12-18 should apply to that person. Check one:

☐ I am answering for myself.
☐ I am answering for someone else.

12 Age group:

☐ 0-9 years
☐ 10-14 years
☐ 15-19 years
☐ 20-24 years
☐ 25-34 years
☐ 35-44 years
☐ 45-54 years
☐ 55-59 years
☐ 60-61 years
☐ 62-64 years
☐ 65-74 years
☐ 75 years or more

13 Sex:

☐ Male ☐ Female

14 Family income group (including all sources of income, such as wages, profits, interest, retirement benefits, etc.):

☐ $0-999
☐ $1,000-3,999
☐ $4,000-5,999
☐ $6,000-7,999
☐ $8,000-9,999
☐ $10,000-11,999
☐ $12,000-14,999
☐ $15,000 or more

15 Education (number of years completed):

☐ No formal education
☐ Some elementary school (1-7 yrs)
☐ Completed elementary school (8 yrs)
☐ Some high school (9-11 yrs)
☐ Completed high school (12 yrs)
☐ Some college (13-15 yrs)
☐ Completed college (16 yrs)
☐ Post-graduate education (17+ yrs)

Currently in school or formal education course?

☐ Yes ☐ No

16 Racial or ethnic identification:

☐ White
☐ Black or Negro
☐ American Indian
☐ Spanish American (including Mexican, Puerto Rican, Cuban)
☐ Oriental
☐ Other (Specify _____)

17 Presently receiving Social Security benefits of any sort?

☐ Yes ☐ No

18 Residence:

☐ Lives alone
☐ Lives with family
☐ Lives with unrelated persons or friends
☐ Other (Explain _____)

19 The person who called the center should answer this question. Do you have any suggestions for how we might improve the Wisconsin Information Service?

TELEPHONE FOLLOW-UP CARD

TELEPHONE FOLLOW-UP to encourage return of User Survey

Form ☐☐☐☐☐☐

Center ☐☐

Survey not mailed ☐ Date Survey mailed ☐☐/☐☐/☐☐ (mo. day year)

Enter number of calls made to client (or answered by someone else): ☐

Survey not returned ☐ Date returned ☐☐/☐☐/☐☐ (mo. day year)

If calls were made, date of last call ☐☐/☐☐/☐☐ (mo. day year)

☐ Check if more than 9 calls

Any problems in making calls to this person?

- ☐ No answer (persistent)
- ☐ Person not available (persistent)
- ☐ Busy signal (persistent)
- ☐ Phone disconnected
- ☐ Number incorrect
- ☐ Person moved, can't trace
- ☐ Other _____
- ☐ Other _____

On which of these calls did you talk to the person himself?

- ☐ None
- ☐ First
- ☐ Second
- ☐ Third
- ☐ Fourth
- ☐ Fifth
- ☐ Sixth
- ☐ Seventh
- ☐ Eighth
- ☐ Ninth
- ☐ Other(s)

Asked center to call person back ☐

Research Aide: ☐☐-☐☐

_____

BIOGRAPHICAL SUMMARY SHEET

1 [1] 2-3 [04]

1. Interviewer's code: 4-7 [ ][ ] - [ ][ ]

2. Educational level:
   - 8 [ ] No formal education
   - 9 [ ] Some elementary school (1-7 years)
   - 10 [ ] Completed elementary school (8 years)
   - 11 [ ] Some high school (9-11 years)
   - 12 [ ] Completed high school (12 years)
   - 13 [ ] Some college (13-15 years)
   - 14 [ ] Completed college (16 years)
   - 15 [ ] Post-graduate education (17+ years)

2a. Highest degree earned:
   - 16 [ ] B.A.
   - 17 [ ] M.A.
   - 18 [ ] M.S.
   - 19 [ ] M.S.W.
   - 20 [ ] R.N.
   - 21 [ ] Ph.D.
   - 22 [ ] Other (specify)_____

2b. Major field (for highest degree):
   - 23 [ ] Sociology
   - 24 [ ] Social Work
   - 25 [ ] Psychology
   - 26 [ ] Counseling
   - 27 [ ] Nursing
   - 28 [ ] Gerontology
   - 29 [ ] Education
   - 30 [ ] Other (specify)_____

3. Years of work experience:

	"Helping Profession" (teaching, counseling, etc.)	Other Work Experience
Less than 1 year	31 [ ]	36 [ ]
1-2 years	32 [ ]	37 [ ]
3-5 years	33 [ ]	38 [ ]
6-10 years	34 [ ]	39 [ ]
More than 10 years	35 [ ]	40 [ ]

4. Type of staff:
   - 41 [ ] Volunteer
   - 42 [ ] Paid

5. Sex:
   - 47 [ ] Male
   - 48 [ ] Female

6. Date of Birth: 49-54 [ ][ ] [ ][ ] [ ][ ]

For office use only (leave blank): 43-46 [ ][ ][ ][ ]

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I & R WORKER REPORT

Date: 8-13 ☐☐/☐☐/☐☐ (mo / day / yr)

CARD/FORM IDENTIFICATION 1 [1] 2-3 [0 3]

Interviewer Code: 4-7 ☐☐-☐☐

Time period covered by report:

From: 14-19 ☐☐/☐☐/☐☐ to: 20-25 ☐☐/☐☐/☐☐ (mo / day / yr)

Number of days center open in period: 26-29 ☐☐☐

_____ (signature)

FUNCTIONS	PERCENT OF TIME (Include associated travel time) Week 1	Week 2
A. Service		
1. Information and referral	29-30 ☐☐	31-32 ☐☐
2. Escort		
a. Arrange	33-34 ☐☐	35-36 ☐☐
b. Provide transport only	37-38 ☐☐	39-40 ☐☐
c. Provide companion only	41-42 ☐☐	43-44 ☐☐
d. Provide both transport and companion	45-46 ☐☐	47-48 ☐☐
3. Follow-through	49-50 ☐☐	51-52 ☐☐
4. Outreach	53-54 ☐☐	55-56 ☐☐
B. Clerical (excluding Resource File)	57-58 ☐☐	59-60 ☐☐
C. Management		
1. Office, fiscal, and personnel administration		
a. Staff recruitment (including volunteers)	61-62 ☐☐	63-64 ☐☐
b. Budget preparation and obtaining funds	65-66 ☐☐	67-68 ☐☐
c. Policy formulation	69-70 ☐☐	71-72 ☐☐

CARD 2 ←

d. Correspondence, non-service telephone calls, etc.	14-15 ☐☐	16-17 ☐☐
e. Miscellaneous	18-19 ☐☐	20-21 ☐☐
2. Resource File		
a. Development	22-23 ☐☐	24-25 ☐☐
b. Maintenance and up-dating	26-27 ☐☐	28-29 ☐☐
3. Supervision		
a. Giving	30-31 ☐☐	32-33 ☐☐
b. Receiving	34-35 ☐☐	36-37 ☐☐
4. Consultation		
a. Giving	38-39 ☐☐	40-41 ☐☐
b. Receiving	42-43 ☐☐	44-45 ☐☐
5. Training		
a. Giving	46-47 ☐☐	48-49 ☐☐
b. Receiving	50-51 ☐☐	52-53 ☐☐

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8/73-5,000

FUNCTIONS (continued)

PERCENT OF TIME (continued)

	Week 1	Week 2
6. Publicity		
a. Monitoring	54-55	56-57
b. Development	58-59	60-61
c. Dissemination	62-63	64-65
7. Community coordination		
a. Liaison with other facilities (non-service related)	66-67	68-69
b. Presentations	70-71	72-73
c. Committee participation	74-75	76-77

CARD 3

8. Advisory board liaison		
a. Preparation	14-15	16-17
b. Participation	18-19	20-21
9. Planning and evaluation		
a. Data gathering	22-23	24-25
b. Data analysis	26-27	28-29
c. Report preparation	30-31	32-33
d. Report dissemination	34-35	36-37
e. Development of new materials	38-39	40-41
f. Liaison with planners	42-43	44-45
g. Discussing evaluation results with centers	46-47	48-49

Other functions or activities

_____	50-51	52-53
_____	54-55	56-57
_____	58-59	60-61

	Week 1	Week 2
TOTAL HOURS	62-65	66-69

Additional comments?

WISCONSIN DEPARTMENT OF HEALTH AND SOCIAL SERVICES DIVISION ON AGING
WISCONSIN INFORMATION AND REFERRAL DEMONSTRATION PROJECT
MONTHLY REPORT OF GRANT EXPENDITURES
BY COMPONENT

_____ Center Code:4-5 [redacted]

Name and Address of Grantee Organization

Month of _____ 6-9 [redacted]/[redacted]
mo yr

EXPENDITURE OF FUNDS	Expenditures For Basic I & R	Expenditures For _____
1. Salaries		
a. Center Manager		
b. Additional Staff		
2. Fringe Benefits		
TOTAL SALARIES AND FRINGES		
3. Travel		
4. Office Occupancy		
a. Rent		
b. Utilities		
c. Other		
5. Office Expense		
a. Equipment		
b. Supplies		
c. Printing & Duplicating		
d. Postage		
e. Telephone		
f. Publicity		
g. Other		
6. Other		
TOTAL DIRECT COST		
In-Kind Expenditures		

8/73 - 500

ESCORT AND TRANSPORTATION SERVICE OF THE Wisconsin Information Service

Card 1 [1] 2-3 [9][0]

Reimbursement Ticket

Caller's Name _____ Phone _____ Date _____

Address Pick-up _____

_____

Address Return (if different) _____

_____

Caller Interview Form Number 4-10 [ ][ ][ ][ ][ ][ ][ ]

Check here if caller not at home 11 [ ]

Appointment at _____ With _____

Name of Facility Person

(Number) 12-17 [ ][ ]-[ ][ ][ ][ ] On _____

Day of Week

Address _____ 18-23 [ ][ ]-[ ][ ]-[ ][ ]

_____ Date of Appointment

Phone _____

Time Returned _____ a.m. _____ p.m. At _____ 24 [ ] a.m. 25 [ ] p.m.

Time

Time Left _____ a.m. _____ p.m.

Total Time 26-29 [ ][ ]-[ ][ ] Total Mileage Claimed 30-32 [ ][ ][ ] $ _____.__

Hours Min.

Other Expenses Claimed $ _____.__

I state that this account of escort and transportation services is correct and true, and that the expenses claimed are actual and necessary in the provision of this service.

Total Expenses Claimed 33-36 $ [ ][ ].[ ][ ]

Name _____

_____ Worker Code 37-40 [ ][ ]-[ ][ ]

Signature

ESCORT AND TRANSPORTATION SERVICE OF THE Wisconsin Information Service

Card 1 [1] 33 [0][8]

Reimbursement Ticket

Caller's Name _____ _____ Phone _____ Date _____

Address Pickup _____

_____

Address Return (If different) _____

_____

Appointment at _____
Name of Facility

(Number) 12-17 [ ][ ]-[ ][ ][ ][ ]

Address _____

_____

Phone _____

Time Returned _____ a.m. _____ p.m.

Time Left _____ a.m. _____ p.m.

Total Time 28-29 [ ][ ]-[ ][ ]
Hours Min.

I state that this account of escort and transportation services is correct and true, and that the expenses claimed are actual and necessary in the provision of this service.

Name _____

_____
Signature

Caller Interview Form Number 4-10 [ ][ ][ ][ ][ ][ ][ ]

Check here if caller not at home 11 [ ]

With _____
Person

On _____
Day of Week

18-23 [ ][ ]-[ ][ ]-[ ][ ]
Date of Appointment

At _____ 24 [ ] a.m. 25 [ ] p.m.
Time

Total Mileage Claimed 30-32 [ ][ ] $ _____.__

Other Expenses Claimed $ _____.__

Total Expenses Claimed 33-36 $ [ ][ ].[ ][ ]

Worker Code 37-40 [ ][ ]-[ ][ ]

CENTER COPY

ESCORT AND TRANSPORTATION SERVICE OF THE Wisconsin Information Service

Card 1 [1] 33 [0][8]

Reimbursemen. Ticket

Caller's Name _____ Phone _____ Date _____

Address Pickup _____

_____

Address Return (If different) _____

_____

Appointment at _____
Name of Facility

(Number) 12-17 [ ][ ]-[ ][ ][ ][ ]

Address _____

_____

Phone _____

Time Returned _____ a.m. _____ p.m.

Time Left _____ a.m. _____ p.m.

Total Time 28-29 [ ][ ]-[ ][ ]
Hours Min.

I state that this account of escort and transportation services is correct and true, and that the expenses claimed are actual and necessary in the provision of this service.

Name _____

_____
Signature

Caller Interview Form Number 4-10 [ ][ ][ ][ ][ ][ ][ ]

Check here if caller not at home 11 [ ]

With _____
Person

On _____
Day of Week

18-23 [ ][ ]-[ ][ ]-[ ][ ]
Date of Appointment

At _____ 24 [ ] a.m. 25 [ ] p.m.
Time

Total Mileage Claimed 30-32 [ ][ ] $ _____.__

Other Expenses Claimed $ _____.__

Total Expenses Claimed 33-36 $ [ ][ ].[ ][ ]

Worker Code 37-40 [ ][ ]-[ ][ ]

WORKER COPY

PUBLICITY REPORT FORM

All articles, news items, reports, etc., in newspapers, on television, radio, or any other medium, concerning your center and/or the state program should be reported to the state office using this form. Please attach a copy of any printed item or a transcript of a radio or television report. (If a transcript is not available, please send as complete a description of the radio or television report as possible.)

NAME OF REPORTING CENTER:

MEDIUM (Check one):

☐ Newspaper ☐ Radio

☐ Television ☐ Other (Please specify.)_____

_____

DATE AND TIME OF DAY OF PUBLICATION OR REPORT:

___/___/___ _____ ☐ a.m. ☐ p.m.

mo day yr time

NAME AND LOCATION OF NEWSPAPER, TELEVISION OR RADIO STATION, ETC.:

NAME:

LOCATION (city):

Did this article or report result directly from a news release by your center?

☐ Yes (If yes, please attach copy of release.)

☐ No (See below.)

If the report did not result from your news release, was there any direct contact on your part with representatives of the media before the report (e.g., an interview, a phone inquiry about the center, etc.)?

☐ No, not that we are aware of.

☐ Yes (If yes, please describe.)_____

_____

_____

ADDITIONAL COMMENTS?

A REMINDER: PLEASE ATTACH REQUESTED COPY, TRANSCRIPT, OR DESCRIPTION.

Wisconsin Information Service

For Center Use:

Date of Request_____

Center_____ No._____

PLANNERS REQUEST FORM

To be filled out in duplicate by
individuals requesting data from the
WISCONSIN INFORMATION SERVICE

I Name_____ Title_____

Agency Affiliation_____

Agency Address_____

_____ Phone_____

Date Data Required_____

Time Period of I & R Operations Covered by Data Request_____

Describe the Request as Specifically as Possible:

Describe the Format of the Data Requested:

Anticipated Use of Data:

ATTACH ADDITIONAL SHEETS IF NECESSARY. DO NOT WRITE ON BACK.

II For Center Use:

Describe Actions by I & R Center to Date on this Request:

Describe Anticipated Actions of Center to Satisfy Request:

Center Manager's Evaluation of Request - Including any Necessary Background:

SEND A COPY OF THIS FORM AND ALL SUBMISSIONS TO STATE OFFICE.

III For State Office Use:

Describe Data Supplied and Follow Up Activities:

APPENDIX G: Program Objectives and Evaluation Criteria for the Wisconsin Information Service

Appendix G contains a matrix that relates objectives with criteria for determining the attainment of each objective. Estimates of the feasibility of measuring each criterion are indicated by numbers in brackets([1] = high feasibility); high priority status of an objective-criterion intersection is shown by an asterisk next to the feasibility rank. Small Roman numerals have been used where more than one criterion is listed in a single cell of the matrix to simplify references to the table.

LONG-RANGE OBJECTIVES – I & R NETWORK OFFICE

Statement of Objectives	Criteria for Determining the Attainment of Each Objective				
	Effort	**Performance**	**Adequacy of performance**	**Efficiency**	**Process**
i Formulate policy concerning the best methods for helping individuals gain access to human services.	i [4] *Man hours spent in policy research in this area* ii [4] *Cost of policy research in this area*	[2] *Policy formulated in this area*	i [4] *Acceptance of policy by those charged to implement it* ii [4] *Improvement of the quality of life of individual citizens of our society*	[4] *Utility of this approach in terms of time and cost as compared with alternative methods of policy development*	[4] *Those attributes of the policy formulation process and its product that contribute to acceptance or rejection*

INTERMEDIATE OBJECTIVES – I & R NETWORK OFFICE

Statement of Objectives	Criteria for Determining the Attainment of Each Objective				
	Efforts	**Performance**	**Adequacy of Performance**	**Efficiency**	**Process**
II-A Investigate the I & R network concept as one method of helping individuals gain access to human services.	i [ ] *Man hours spent in initiation, operation, and ongoing evaluation of an I & R network* ii [1] *Cost of these activities*	[1] • *An operating I & R network*	[3] • *Determination of the feasibility and desirability of this method for helping individuals gain access to human services*	[4] *Comparison of this method with alternative methods of helping individuals gain access to human services*	i [3] • *Factors that contribute to success or failure of the investigation* ii [3] • *Demographic characteristics of the population exposed to the program* iii [3] • *Conditions affecting success or failure (timing, locale, auspices)* iv [3] • *Effects of investigation intended or unintended*
II-B Identify and develop the potential of the I & R network for contributing to the planning of human services.	i [4] • *Man hours spent in this activity* ii [4] *Cost of this activity*	[1] • *Report or statement about the potential*	[4] • *Capacity of an operating I & R network to contribute to the planning of human services*	[4] • *Comparison of the I & R network capacity with other inputs to the planning process*	[4] • *Characteristics of the network that contribute significantly to the planning process*

IMMEDIATE OBJECTIVES – I & R NETWORK OFFICE

Statement of Objectives	Criteria for Determining the Attainment of Each Objective				
	Effort	**Performance**	**Adequacy of performance**	**Efficiency**	**Process**
III-A **Implement the franchise approach to create a network of I & R centers**	i [4] *Man hours spent in identifying existing I & R centers and encouraging participation in the network* ii [4] *Cost of this activity*	[3] *Number of I & R centers identified*	[3] *Proportion of network I & R centers which existed before joining the network (adjusted for locales where there were no pre-existing centers)*	i [4] *Time per center to bring it into the network* ii [4] *Cost per center to bring it into the network*	i [4] *Identification of successful approaches to get centers to join* ii [3] *Characteristics of existing centers which join or do not join the network* iii [4] *Conditions affecting an existing center's decision to join or not join* iv [4] *Effects of network membership on acceptance and utilization by the public*
III-B **Encourage the use of volunteers and non-professionals in the delivery of I & R services.**	i [3] *Man hours spent in promoting use of volunteers and non-professionals* ii [3] *Cost of this activity*	i [1] • *Number of volunteers working in each center* ii [1] • *Number of non-professionals working in each center*	i [1] • *Proportion of total man hours that are provided by volunteers in each center* ii [2] • *Proportion of total man hours that are provided by non-professionals in each center*	[3] *Alternative methods of promoting utilization of volunteers and non-professionals*	[3] • *Comparisons among professional, non-professional, paid, and volunteer staff in respect to performance of various I & R activities, (accuracy of referrals, client feedback, etc.)*
III-C **Provide support services to develop and continue the I & R network operations:**					
1 **Provide formal training for the staffs of network I & R centers;**	i [1] *Man hours spent in training* ii [1] *Cost of training*	i [1] *Number of training sessions* ii [1] *Number of persons trained*	i [2] • *Evaluation of training sessions by trainees* ii [4] *Adherence of local staff to state guidelines*	i [1] *Time per session* ii [1] *Cost per session* iii [1] *Number of training days* iv [3] *Alternative methods of training staff*	i [2] *Attributes of training program (films, role playing, lectures, readings) that contribute to success or failure* ii [3] *I & R centers most/least responsive* iii [3] *Conditions affecting success or failure (distance from network office, personnel, locations, weapons)* iv [4] *Effects of training program on I & R centers in terms of program effectiveness and quality*

IMMEDIATE OBJECTIVES – I & R NETWORK OFFICE

Statement of Objectives	Criteria for Determining the Attainment of Each Objective				
	Effort	Performance	Adequacy of performance	Efficiency	Process
III-C (continued) Provide support services to develop and continue the I & R network operations:					
2 Provide continuing supervision and consultation (including in-service training) to the staffs of network I & R centers.	i [2] * *Man hours spent in supervision and consultation* ii [2] * *Cost of supervision and consultation*	i [3] *Number of consultations (visits, phone calls, etc.; adjust for local consultation)* ii [4] *Number of persons consulted* iii [4] *Feedback to network office from centers*	i [4] *Changes in I & R staff activities* ii [3] *Changes in network guidelines and standards*	i [2] *Time for consultation per center* ii [2] *Cost for consultation per center* iii [4] *Alternative methods of improving I & R staff activities* iv [3] *Alternative methods of improving network guidelines*	i [3] *Attributes of consultation that lead to improvement of staff activities and network guidelines (frequency, kind –phone, personal interview, etc.)* ii [3] *I & R centers most/least responsive* iii [3] *Conditions affecting success or failure (distance, personnel, location, auspices)* iv [4] *Effects of support functions on I & R centers and on network office*
3 Provide evaluation and feedback to individual centers.	i [3] *Man hours spent in evaluation feedback* ii [3] *Cost of this activity*	[2] *Evaluation feedback to centers: (a) written reports (b) conferences (at various levels) (c) newsletter*	i [4] *Changes in operations of network I & R centers* ii [3] *Changes in operational materials and instructions, including: (a) standards (b) guidelines (c) manuals* iii [3] *Evaluation by centers of feedback information*	i [3] *Evaluation feedback time per center* ii [3] *Evaluation feedback cost per center*	i [3] *Attributes of evaluation components which result in improvement of center operations* ii [3] *Characteristics of centers most/least responsive to evaluation process* iii [2] *Conditions affecting success or failure (timing, auspices, etc.)* iv [4] *Effects of evaluation process on centers (center operations, staff, etc.)*

III-D **Collect and analyze data:**					
1 **Collect, assemble, and process information generated by participating I & R centers;**	i [2] • *Man hours spent in this activity* ii [2] • *Cost (including data processing costs) of this activity*	[1] *Summary reports*	i [3] *Completeness of reports* ii [3] *Adequacy of reports*	i [2] *Time per report* ii [2] *Cost per report*	i [2] • *Identification of strengths and weaknesses of data reporting system* ii [2] *Characteristics of network centers that facilitate or impede process* iii [2] *Conditions affecting reporting information by centers* iv [3] • *Identification of positive and negative effects attributable to the data reporting process*
2 **Analyze and interpret data collected from centers to provide pertinent information to planners at the state level.**	i [2] *Man hours spent preparing and disseminating such information (including reports, testimony, etc.)* ii [2] *Cost of this activity*	i [1] *Number of presentations (reports, conferences, consultations, testimony, etc.)* ii [2] *Scope of clientele*	i [3] *Proportion of potential audience reached* ii [4] • *Policy recommendations which make use of such information*	i [3] *Time per presentation (report, testimony, etc.)* ii [3] *Cost per presentation (report, testimony, etc.)* iii [3] *Alternative methods of preparing and disseminating information* iv [4] *Alternative methods of influencing planners*	i [3] • *Attributes of information dissemination procedures which make it useful to planners* ii [3] • *Characteristics of those receptive to information* iii [2] • *Conditions affecting reception and use of information* iv [4] • *Effects of use of information on the process of providing that information*
III-E **Serve as a focal, coordinating point for all I & R programs not participating in the network.**	i [3] • *Man hours spent in coordination activities* ii [2] • *Cost of these activities*	i [2] *Number of centers contacted* ii [2] • *Number of centers coordinating with network*	i [2] *Proportion of non-network I & R programs contacted* ii [2] • *Proportion of non-network I & R programs contacted that are coordinated with network*	i [3] *Time per contact* ii [2] *Cost per contact* iii [4] *Alternative methods of coordinating I & R programs*	i [2] • *Components of the network program with which other centers are willing to coordinate* ii [2] • *Kinds of centers willing (or not willing) to coordinate (e.g., auspices, location, population served)* iii [2] • *Conditions required by other centers if coordination is to take place* iv [3] *Effects of coordination on community, other I & R programs, network (types of calls, volume of calls, characteristics of callers, etc.)*

LONG-RANGE – SINGLE I & R CENTER

Statement of Objectives	Criteria for Determining the Attainment of Each Objective				
	Effort	Performance	Adequacy of performance	Efficiency	Process
IV-A Increase the access to and the use of health and social services for users and potential users of the I & R center.	i [2] • *Man hours spent in I & R activities* ii [3] • *Cost of I & R activities*	i [1] • *Number of people receiving I & R services* ii [1] • *Number of I & R center users who go on to use other agency services*	[1] • *Proportion of I & R center users who need other agency services and who go on to use them*	i [2] • *Time per I & R center user* ii [2] • *Cost per I & R center user* iii [4] *Alternative methods of providing people with access to agencies (e.g., increased correct referrals in established I & R centers which adopt our model reduced number of mis-referrals to agencies from other sources)*	i [3] *Attributes which contribute to success or failure* ii [3] *Recipients – characteristics of those who are and who are not reached* iii [3] *Conditions affecting success or failure (I & R center location, auspices, hours open, etc.)* iv [3] *Effects on community, agencies, I & R center. (Knowledge, attitude, behavior.) Duration of such effects. Side effects.*
IV-B Provide reports about services and service needs that will enable service planners to make more rational recommendations about policy and changes in programs	i [3] *Man hours spent in consultation with planners and decision-makers* ii [3] *Man hours spent in report production and dissemination* iii [2] *Cost of each*	i [1] *Number of special reports, etc., prepared for planning* ii [3] *Number of consultation contacts*	i [4] • *Uses to which I & R data are put by planners* ii [4] *References to such data in recommendations by planners* iii [4] • *Policy changes attributable to I & R data*	i [3] *Time per report or consultation, etc.* ii [2] *Cost per report or consultation, etc.* iii [4] *Alternative methods for gathering data* iv [4] *Alternative methods for influencing decision-makers (e.g., political rather than analytical considerations)*	i [3] • *Attributes which contribute to acceptance or rejection of I & R data* ii [4] *Recipients – those who do and who do not use data* iii [3] • *Conditions affecting success (timing, political climate, local economic situation)* iv [3] • *Effects on community, agencies, I & R center, center-agency relationships. Duration of such effects. Side effects.*

INTERMEDIATE OBJECTIVES – SINGLE I & R CENTER

Statement of Objectives	Criteria for Determining the Attainment of Each Objective				
	Effort	**Performance**	**Adequacy of performance**	**Efficiency**	**Process**
V-A Develop and use an advisory board.	i [1] *Man hours devoted to advisory board activities* ii [1] *Cost of advisory board activity*	[1] *Existence of an advisory board*	i [2] *Number of meetings with advisory board* ii [3] *Evaluation of help given by the advisory board*	i [1] *Time spent preparing for board meetings* i [1] *Time spent in board meetings* i [3] *Cost of board meetings*	i [3] *Attributes of board that make it helpful or not helpful* ii [4] *Conditions affecting success of board contributions (members' contacts, influence, etc.)* iii [3] *Unexpected effects of board contributions*
V-B Increase public awareness of the existence of human service facilities, including the I & R center:					
1 Provide case-finding services (outreach);	i [2] • *Man hours spent in case-finding, including supervisory time* ii [2] • *Cost of case-finding activities*	i [1] • *Geographic area covered* ii [1] • *Number of attempted contacts* iii [1] • *Number of persons actually contacted in geographic area* iv [1] • *Number of contacted persons identified as in need of human services*	i [2] • *Proportion of persons in geographic area who are actually contacted* ii [1] • *Proportion of persons contacted who accept I & R service* iii [2] • *Demographic differences of population accepting I & R services through case-finding efforts from population of those initiating contact I & R center*	i [2] • *Time per contact* ii [2] • *Cost per contact* iii [3] *Alternative methods of outreach*	i [2] *Attributes of outreach program which contribute to success or failure* ii [2] • *Recipients – characteristics of those unreachable; of those who reject I & R service* iii [3] *Conditions affecting success or failure (geographic area selected, timing, etc.)* iv [2] • *Effects on population canvassed, agencies, I & R center. (Knowledge, attitude, behavior.) Duration of such effects. Side effects.*

INTERMEDIATE OBJECTIVES – SINGLE I & R CENTER

Statement of Objectives	Criteria for Determining the Attainment of Each Objective				
	Effort	**Performance**	**Adequacy of performance**	**Efficiency**	**Process**
V-B (continued) Increase public awareness of the existence of human service facilities, including the I & R center:					
2 Provide publicity for the I & R center;	i [3] *Man hours spent in developing publicity materials* ii [3] *Man hours spent in monitoring publicity* iii [1] • *Man hours spent disseminating publicity* iv [1] • *Cost of disseminating publicity*	i [2] *Media measurements (e.g., spots on T.V., radio; newspaper inches)* ii [1] *Number of publicity items distributed*	[3] • *Proportion of I & R center contacts resulting from different kinds of publicity efforts*	i [3] *Time per publicity item* ii [2] *Cost per publicity item* iii [2] *Alternative methods of publicizing I & R center*	i [3] • *Attributes of publicity program which contribute to success or failure* ii [3] • *Recipients' characteristics of those who respond to publicity* iii [3] *Conditions affecting success or failure* iv [2] *Effects on community, agencies, I & R center (knowledge, attitude, behavior); duration of such effects; side effects*
3 Locate centers to increase their use by specific segments of the population.	[1] • *Physical location of some centers in settings more likely to attract certain identifiable segments of the population, (e.g., in senior centers)*	[1] • *Proportions of population segments served by centers located in different settings*	[2] • *Relative proportions of population segments served across centers in different settings*	i [3] • *Cost of locating centers in different settings* ii [3] • *Alternative methods of increasing utilization by certain groups (e.g., publicity, outreach)*	i [3] *Attributes of center location that lead to increased utilization by certain groups* ii [2] • *Recipients' characteristics of population segment attracted to different locations* iii [3] *Conditions affecting success or failure of location in different settings* iv [3] *Effects of location in different settings*

V-C Provide reports about services and needs that will enable local agencies and service planners to make more useful recommendations about day-to-day agency operations.	i [3] *Man hours spent in report production and dissemination* ii [2] *Cost of report production and dissemination*	[1] *Number of reports prepared*	[1] *Number of requests for reports*	i [3] *Time per report* ii [2] *Cost per report* iii [3] *Alternative methods of data dissemination* iv [4] *Alternative methods of influencing planners*	i [3] *Attributes which contribute to acceptance or rejection of reports* ii [4] *Recipients – those who do and do not use reports* iii [3] *Conditions affecting success or failure (auspices of I & R center, timing, etc.)* iv [4] • *Effects on community, agencies, I & R center, center-agency relationships. Duration of such effects. Side effects.*
VI-A Create and maintain a resource file:					
1 Gather facility information;	i [2] • *Man hours spent in obtaining information (correspondence, phone calls, questionnaire administration, interview, etc.)* ii [2] • *Cost of gathering facility information*	[1] • *Number of facilities on whom service information was gathered*	i [1] • *Proportion of facilities contacted on which data were gathered* ii [3] • *Completeness of facility information* iii [3] • *Accuracy of facility information*	i [2] • *Time per facility contact* ii [2] • *Cost per facility contact* iii [4] *Alternative methods for gathering data (e.g., different instruments, method of contact)*	i [2] *Attributes of data-gathering instruments which contribute to success or failure* ii [2] *Qualities of I & R staff which encourage or inhibit agency cooperation.* iii [2] *Facilities which do and do not cooperate* iv [3] *Conditions affecting success or failure (auspices of I & R center, timing of data-gathering, etc.)* v [3] *Effects on facilities in terms of their attitudes about the I & R center*
2 Set up resource file;	i [2] • *Man hours spent in setting up resource file* ii [2] • *Cost of setting up resource file*	[1] • *Completed resource file*	i [3] *Completeness of file* ii [3] *Accuracy of file*	i [2] *Time per entry into file* ii [2] *Cost per entry into file* iii [3] *Alternative filing systems* iv [3] *Alternative equipment*	i [2] • *Attributes of filing system and equipment which contribute to success or failure* ii [2] • *Staff problems in setting up resource files* iii [3] *Conditions affecting success or failure* iv [1] • *Effects on information retrieval*

IMMEDIATE OBJECTIVES – SINGLE I & R CENTER

Statement of Objectives	Criteria for Determining the Attainment of Each Objective				
	Effort	**Performance**	**Adequacy of performance**	**Efficiency**	**Process**
VI-A (continued) Create and maintain a resource file.					
3 Update resource file on a continuing base.	i [3] *Man hours spent in updating file (phone calls, correspondence, etc.)* ii [3] *Cost of updating resource file*	i [1] * *Number of facility files updated each month* ii [2] *Number of new facilities added to file each month*	i [3] *The degree to which facility information is current* ii [1] * *Proportion of facilities responding to update requests* iii [3] *Proportion of new facilities identified and added to resource file during each update period*	i [2] * *Time per update* ii [3] *Cost per update* iii [3] *Alternative methods for updating (e.g., different frequency or kind of contact)*	i [3] *Attributes of updating methods which contribute to success or failure* ii [2] *Facilities which do and do not cooperate. Facilities which cooperate passively (respond to calls) or actively (spontaneously inform I & R center of change)* iii [3] *Conditions affecting success or failure (auspices of I & R center, timing of inquiries, kinds of contact, etc.)* iv [2] *Effects on relations with facilities*
VI-B Develop and maintain facility interest and cooperation.	i [4] *Man hours spent in conversation and correspondence with facility contacts (explaining program, exchanging information, follow-through, etc.)* ii [4] *Cost of this activity*	i [2] *Number of facilities personally contacted* ii [3] *Number of contacts per facility*	i [3] *Proportion of facilities in area contacted* ii [2] *Perceived cooperativeness of facilities*	i [4] *Time spent in special efforts in these areas* ii [4] *Cost per special effort in these areas* iii [4] *Alternative methods of developing and maintaining interest and cooperation*	i [4] *Attributes of method used which contribute to success or failure* ii [3] *Qualities of I & R staff which encourage or inhibit facility interest and cooperation* [2] *Facilities that do and do not become interested and cooperative* iii [4] *Conditions affecting success or failure (auspices of I & R center, timing of contacts, etc.)* iv [4] *Effects on success of referrals or follow-through and of efforts to update file*

VI-C Obtain and use a panel of local professional consultants wherever possible.	i [3] *Time spent in seeking and using professional consultants*	[1] *Number of consultants used by I & R center*	i [2] • *Frequency with which each consultant is used* ii [4] *Assessment of the quality of help provided by each consultant*	i [2] *Time per consultation* ii [2] *Cost per consultation* iii [3] *Cost of consultation per caller*	i [3] *Characteristics of consultants which are considered most helpful (e.g., professional experience, familiarity with community)* ii [2] *Kinds of callers requiring consultation; characteristics of staff using consultants* iii [4] *Conditions affecting success or failure of consultation* iv [4] *Effects of consultation on staff, public acceptance of center*
VI-D Operate the I & R center:					
1 Provide accurate, up-to-date information about community health and social services;	i [3] • *Man hours spent in information giving, including supervision* ii [2] • *Cost of providing information only*	[1] • *Number of callers receiving information only*	i [2] • *Appropriateness of information* ii [2] • *Proportion of callers who acted on information by seeking service* iii [3] • *Quality of service received by those who sought it*	i [3] • *Time spent per caller* ii [2] • *Cost per caller*	i [2] • *Attributes which contribute to success or failure (categories of information sought, quality of resource file, efficiency of retrieval system, etc.)* ii [2] • *Recipients – demographic characteristics of those seeking information* iii [4] *Conditions affecting success or failure (I & R center location, auspices, hours open, etc.)* iv [4] *Effects on I & R center users, facilities, I & R center*
2 Provide referrals to facilities for those callers who need them;	i [3] • *Man hours spent in providing referral, including supervision* ii [3] • *Cost of providing referral*	[1] • *Number of callers receiving referral*	i [1] • *Proportion of callers referred who kept referral appointments* ii [1] • *Proportion of referrals that were appropriate. An appropriate referral is defined as one in which the individual is accepted for service by the facility to which he is referred. (This is determined by caller and facility evaluation of referral)*	i [3] • *Time spent per referral* ii [3] • *Cost per referral*	i [2] • *Attributes which contribute to success or failure (categories of problems, quality of resource file, kinds of agencies to which referrals are made)* ii [2] • *Recipients – demographic characteristics of those receiving referral* iii [2] • *Conditions affecting success or failure (I & R center location, auspices, hours open, etc.)* iv [3] *Effects on I & R center users, facilities, I & R center*

IMMEDIATE OBJECTIVES – SINGLE I & R CENTER

Statement of Objectives	Criteria for Determining the Attainment of Each Objective				
	Effort	Performance	Adequacy of performance	Efficiency	Process
VI-D (continued) Operate the I & R center:					
3 Provide follow-through services to those callers who received referrals, and to other callers who, in the opinion of the I & R specialist, have need of this service;	i [1] • *Man hours spent in follow-through, including supervision* ii [1] • *Cost of providing follow-through*	[1] • *Number of callers receiving follow-through*	i [1] • *Proportion of those earmarked for follow-through who actually were contacted* ii [1] • *Proportion of those who received follow-through service and had not contacted facility, who then went on to contact facility*	i [1] • *Time spent per follow-through* ii [1] • *Cost per follow-through contact* iii [3] *Alternative methods of follow-through*	i [2] *Attributes which contribute to success or failure* ii [1] • *Recipients characteristics of those having taken no action (including their reasons); characteristics of those acting after follow-through encouragement and those not acting* iii [1] *Conditions affecting success or failure (time of contact hour, day, or season; kind of contact, etc.)* iv [3] *Effects on I & R center users, facilities, I & R center*
4 Provide escort services to those who wish to receive escort; these services consist of: a transportation to facility, b a companion to help negotiate initial contact with facilities.	i [1] • *Man hours spent in providing escort service* ii [2] • *Cost of providing escort service.*	i [1] • *Number of those contacting center who are offered service* ii [1] • *Number of those contacting center who make use of this service*	i [1] • *Proportion of those offered escort service who accept* ii [1] • *Proportion of those using escort services who receive agency services (as compared with proportion who do not use escort (a) who were not offered it, and (b) who were offered escort and declined)*	i [1] • *Time spent per escort unit* ii [2] • *Cost per escort unit*	i [2] • *Attributes of each aspect of escort service which contribute to success or failure* ii [2] • *Recipients characteristics of those who do and who do not accept escort service* iii [2] • *Conditions affecting success or failure (I & R center location, auspices, personnel, etc.)* iv [2] *Effects on I & R center users and on I & R center effectiveness*

VI-E Collect data on callers' needs and demographic characteristics.	i [4] *Man hours spent in obtaining information and filling out record forms* ii [4] *Cost of collecting data*	i [1] • *Number of caller interview forms completed* ii [1] • *Number of needs identified* iii [1] • *Number of User Surveys returned with usable demographic information*	i [1] • *Completeness of data* ii [4] *Accuracy of data*	i [1] • *Time spent per caller* ii [1] • *Cost per caller* iii [3] *Alternative methods of gathering and recording information on callers' needs*	i [2] • *Attributes of data-recording instruments which contribute to success or failure* ii [2] *Ability of I & R staff to elicit desired information* iii [3] *Characteristics of callers who do and who do not exhibit resistance to reveal certain kinds of information* iv [2] *Conditions affecting success or failure (I & R center auspices, etc.)* v [2] *Effects on I & R center users and on I & R center' public image.*
VI-F Collect data on callers' service experience, including that with the I & R center.	i [2] *Man hours spent in data collection.* ii [2] *Cost of data collection:* *(a) staff time* *(b) postage and materials* *(c) phone costs*	i [1] • *Number of User Surveys returned with usable service experience information*	i [2] *Completeness of data* ii [3] *Accuracy of data* iii [1] • *Percent of callers from whom usable data is collected*	i [4] *Cost-return for data collection*	i [2] *Factors contributing to success or failure of collecting such data (e.g., mail-phone)* ii [2] *Demographic descriptions of respondents and non-respondents* iii [3] *Conditions affecting success or failure (e.g., demographics by problem type, etc.)* iv [3] *Unintended effects - (e.g., inadvertant service follow-through)*

Appendix H: Letter Used to Accompany I & R User Survey and Instructions for Telephone Follow-Up

A sample of the letter used to accompany the I & R Survey and the instructions for telephone follow-up follow. Also included is the form used in the office to record what resulted from the phone call.

State of Wisconsin \ DEPARTMENT OF HEALTH AND SOCIAL SERVICES

DIVISION ON AGING
1 WEST WILSON STREET
MADISON, WISCONSIN 53702
INFORMATION AND REFERRAL PROJECT
[illegible] WILSON STREET ROOM 108
MADISON, WISCONSIN 53703

Date

Address

Dear _____:

You recently told the Wisconsin Information Service (WIS) that you would be willing to answer some questions to help us improve our services. We hope you will take a few minutes to fill out the enclosed survey form. Please return it within a week in the envelope which is provided.

The Wisconsin Information Service was set up to help people in Wisconsin find answers to questions about where to go for different services. You will be helping us to do this job quicker and better.

Your help is important to us. Your answers and comments will be anonymous; your name will not go on the survey form. With your help we can improve our service to you and to other people in your community.

If you have any questions about this survey or about the WIS center, call us and we will be happy to answer them.

Sincerely,

Instructions for Telephone Follow-Up on the User Survey

Purposes: 1. Encourage persons to return the User Survey, and
2. Determine whether there are difficulties with the User Survey which may dissuade people from completing it.

Initial Telephone Contact:

1. Ask for person (by name) to whom the survey form was mailed
2. "I am calling for the Wisconsin Information Service"
3. "We recently mailed out questionnaires to people who have used the WIS service, about what sort of service they received from the information center.
4. We are calling everyone who was mailed a survey form.
5. What I would like to know is :

   first, whether you did receive a survey form from us
   (If NO, go to step 6 to explain importance and offer to send one)
   (If YES, continue)

   and second, whether you have filled out the form and sent it back to us yet."
   (If NO, continue with step 6. If YES, go to step 10).

If Person has not Completed and/or Returned Form Yet:

6. "We are using the survey to get information that will help us improve the service that the information center gives.

   "It is important for us to get back all of the survey forms that were sent out—we want to get everybody's opinions and answers.

7. "Would you be willing to (fill out and) send back your survey form sometime soon?"
   (If person has LOST OR MISPLACED form, offer to send him/her another one)

If Person Indicates He Does Not Intend to Send Back Form:

8. Determine whether it is because he has trouble with the form: (If YES, lead into questions about form at step 13.) If person indicates any physical reason (blind, deaf, "can't write," "don't know how to do that sort of thing"): Explain that if he/she has some friend that could fill in the answers for him, it would be ok if a friend helped him fill it out. DO NOT SUGGEST THIS UNLESS it seems to be an obvious alternative—it is easy to offend by suggesting that a person lacks some capability even if he does.
9. If person really refuses: Attempt to determine why he will not send the form back.

If Person has only Indicated That Form has not Been Sent Back Yet:

10. "Have you filled out the survey form or have you had a chance to look over it yet?
    (If YES, go to step 13)
    (If NO, continue with step 11)
11. "Well, we would like to know what you think of the survey form itself—whether you think it is a good way to improve our service, whether you had any problems with any of the questions, and other things of this sort. Would you be willing to get the form and look at it now and tell me what you think of it?"

    (If NO, punt)
    (If YES, wait until person gets form and then lead into questions at step 13)

If Person has Filled Out Form and Sent it Back:

12. "Good. Thank you."
13. "Now I would like to ask one more favor of you.

13a. "I would like to know what you thought of the survey form."

Telephone Follow-Up Card

TELEPHONE FOLLOW-UP to encourage return of User Survey

Form ☐☐☐☐☐☐☐

Center ☐☐

Survey not mailed ☐ Date Survey mailed ☐☐/☐☐/☐☐ (mo./day/year)

Survey not returned ☐ Date returned ☐☐/☐☐/☐☐ (mo./day/year)

If calls were made, date of last call ☐☐/☐☐/☐☐ (mo./day/year)

Enter number of calls made to client (or answered by someone else): ☐

☐ Check if more than 9 calls

Any problems in making calls to this person?

- ☐ No answer (persistent)
- ☐ Person not available (persistent)
- ☐ Busy signal (persistent)
- ☐ Phone disconnected
- ☐ Number incorrect
- ☐ Person moved, can't trace
- ☐ Other _____
- ☐ Other _____

Asked center to call person back ☐

On which of these calls did you talk to the person himself?

- ☐ None
- ☐ First
- ☐ Second
- ☐ Third
- ☐ Fourth
- ☐ Fifth
- ☐ Sixth
- ☐ Seventh
- ☐ Eighth
- ☐ Ninth
- ☐ Other(s)

Research Aide: ☐☐-☐☐

_____

Appendix I: Summaries of Publicity Activities of Centers 1–12 Through December, 1973*

Madison

Brief Brackground

The Madison office of the Wisconsin Information Service, located in the Madison Social Security Office, opened unofficially at the end of June and officially at the beginning of July. A formal opening was planned by the center manager. Members of the local media were present and also several local officials and agency personnel.

Newspaper Activities

During 1973, the Madison center did very little in terms of paid advertising. Only one paper, the Dollar Saver, carried ads on the center. However, the center manager did purchase classified ads for the "Personal Column" of the Wisconsin State Journal in Madison. In addition, an article describing the center appeared in the Capital Times, a Madison daily newspaper.

Although there is no record of other papers printing articles on the center, this is not to assume that no other articles were written. News releases on the center opening were sent to the following papers:

Wisconsin State Journal (daily)
Capitol Times (daily)
Cambridge News (weekly)
McFarland Community Life (weekly)
Middleton Times-Tribune (weekly)
Stoughton Courier (weekly)
Oregon Observer (weekly)
Sun Prairie Starr-Countryman (weekly)
Daily Register (weekly)
Dodgeville Chronicle (weekly)

There was fairly good coverage of the opening of the center from the local Madison television stations.

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*Material for this section was gathered and taken from the files of Mary Ellen Loberger, Publicity Specialist for the WIS State Office.

Radio and Television Coverage

Public service announcements (PSAs) and news releases were sent to the following radio stations:

Madison–WHA		WRVB
WIBA		WIBU
WISM	Dodgeville–	WDMP
WTSO	Portage	WPDR
WMAD	Wisconsin Dells–	WNNO
WMFM	Ft. Atkinson–	WFAW

No paid ads were purchased in 1973, however, the center manager purchased air time on local radio stations in 1974.

PSAs for television were taken to three Madison stations serving the three-county area served by WIS. In addition, tapes were taken to the state-owned public service broadcasting station, WHA-TV.

Aside from the PSAs, the center manager appeared on a community affairs program on WMTV. From this program, the center manager made good contact with the public service people at the station. Slides were prepared to be used as 15-second fillers.

Brochures and Posters

The Madison center had special tear-off pads attached to the posters. Brochures and posters were distributed in social security offices, government buildings, nursing homes and other places frequented by the public. Posters were also placed in the 120 city buses in the Madison Metro System.

Community Speeches

Talks about WIS and materials were distributed to the following groups:

Easter Seal Society of Madison
Wisconsin Nursing Home Ombudsman Program
Seminar-workshop on "The Churches' Ministry to the Aging" in Madison at the United Church of Christ
Personal interview with a representative of Parents Without Partners; information on WIS was sent to the editor of their newsletter which was later published.
Personal interview with a representative from the Library School who was doing a study on information and referral centers.
Personal meeting with Mayor of Madison's Information Service representatives and reps from the University of Wisconsin Extension–Business Management Information and Referral Service.

Other Activities

Participated in two volunteer recruitment days at area shopping centers located in Madison: (1) Volunteer Placement Day at the East Town Shopping Center and (2) Volunteer Fair Day at West Town Shopping Mall. These two provided excellent opportunity to acquaint other service agencies with the WIS center.

Participated in Volunteer Placement Day at the University of Wisconsin–Madison, sponsored by the Union/UW Student Volunteer Service.

Approximately 10,000 paychecks of state employees were stuffed with phone stickers and a short notice describing WIS and its function.

Rural route mailings were sent out. Churches in the three-county area were asked for their assistance in informing parishioners of the center. Publicity materials were sent to the churches.

Beloit

Brief Background

The Rock Information Service located in Beloit opened its doors for business in May of 1973. In terms of publicity activities, the Beloit center has a large advantage over the other 11 centers originally in the network, in that Beloit had a publicity budget far exceeding the other centers. For this reason, the types of publicity activities are quite varied.

In the Fall of 1973, the Rock Information Service was chosen to incorporate the transportation/follow-through component to their set-up.

Since its inception, the Rock Information Service has been staffed by three people which greatly adds to the time a center can spend doing publicity activities.

Newspaper Activities

The Rock Information Service had display ads in the following newspapers:

Beloit Daily News (daily)
Beloit Shopping News (shopper)
Clinton Topper (weekly)
Evansville Review (weekly)
Evansvill Review Shopper (shopper)
Edgerton Reporter (weekly)
Evansville Post (weekly)
Janesville Post (weekly)
The Jotter (shopper)
The Leader Shopper (shopper)
The Milton Courier (weekly)
The Orfordville Journal (weekly)

The center manager varied the ads to attract more attention in the paper. News articles and feature stories were written in the following newspapers:

Beloit Daily News
Janesville Gazette

The Beloit newspaper did several articles on the center including two feature stories. WIS was also mentioned in that paper in a column on the Youth Services Bureau. The article in the Janesville paper dealt with the grand opening of the center.

Radio and Television Coverage

Public service announcements (PSAs) were done and carried on the following radio and television stations:

WCEE	WGEX
WRSX	WCLO
WTVO	WBEL
WISC	WJUL-FM
WMTV	WMIR

News releases were also sent to the above radio and television stations. In addition, the center manager had other dealings with the stations.

WGEX—appeared on "Open Line", taped an interview at the time of center opening, and appeared on "Perspective," a talk show.

WCLO—mentioned in conjunction with another agency.

WBEL—appeared on "Open Line" a talk show.

Arrangements were made with the cable television company in Beloit to show the name and phone number of the center during the "Weather Scanner." In addition, the cable company agreed to do several 30-second public service announcements for the center. This was arranged as part of a deal in which the Beloit center purchased ad space on the plastic telephone book covers prepared by an independent company. The ad would appear on 30,970 covers in Rock County, as well as being seen on the local cable TV station.

Posters and Brochures

The Beloit Center used the overall lay-out of the center posters but had them printed with their own colors and logo. Posters were distributed in various stores and buildings in Rock County. Brochures were distributed in similar fashion, as well as flyers. Telephone stickers were mailed with letters to local clergymen and social service agency people. Brochures were also placed in social security offices and sent with letters and user surveys leaving the office.

Community Speeches

Speeches were given before the following groups (publicity materials were also distributed at the time of the speech):

Association of Handicapped Children groups
Janesville Area Community Council
Stateline Area Community Council
Youth Services Steering Committee

Other Activities

The Beloit center also had 60,000 matchbook covers prepared giving a brief description of the service, its name, address, and phone number. The bulk of the matches were resold to vending machine companies who put them in area cigarette machines.

A booth was set up and manned during the Rock County 4–H Youth Fair. Brochures were distributed.

Letters were sent to clergymen in Rock County informing them of the center and asking for their support in publicizing it. Letters were also prepared to send to doctors and attorneys in Rock county.

Reedsburg

Brief Background

The information and Referral Service in Reedsburg opened its doors for business in April of 1973. Because the center was located in a counseling center dealing with alcoholism and mental health, it was inappropriate to have a formal opening. However, news releases were sent to the local newspapers, radio stations and television stations.

Newspaper Activities

The Reedsburg center advertised in the local papers since it opened. Most of the ads were paid ads, although several papers ran a few ads free of charge. Display ads appeared in the following papers:

Reedsburg Reminder (weekly)
Juneau County Reminder (weekly)
Shopper Stopper (weekly)
Richland Center Shopping News (weekly)
Sauk Prairier Star (weekly)
The Richland Observer (weekly)
Reedsburg Times-Press (weekly)
Tribune–Keystone (weekly)
Wonewoc Reporter (weekly)
Juneau County Chronicle (weekly)
New Lisbon Times (weekly)
Wisconsin State Journal (weekly)
The Mauston Star (weekly)
Baraboo News Republic (weekly)

Radio and Television Activities

The general public service announcement (PSAs) for television with the Reedsburg tag were sent to the following television stations:

WKBT
WXOW
WISC
WHA

Public service announcements and news releases were sent to the following radio stations:

WRCO
WVLR
WRJC
WRDB
WBOO

The center manager appeared on general talk shows on most of the stations. In addition to the PSAs, paid advertising was purchased from WRJC in Mauston and WRCO in Richland Center.

Community Speeches

Speeches were addressed to and materials handed out to the following groups and organizations:

AARP in Prairie du Sac (155 senior members present)
Inter-Agency Council of Sauk County in Baraboo

Posters and Brochures

With 13 volunteer workers, the Reedsburg Center was able to distribute brochures and tack up posters in various places in the three-county area. These materials were placed in the standard buildings–gas stations, laundromats, taverns, stores, banks, etc.

Good use was also made of flyers. Three hundred flyers were taken to the Department of Social Services in Mauston where they were put into the food stamp and support check envelopes.

Other Activities

At the time of the center opening, the center manager sent letters to all professional agency people in the resource file informing them of the center's services.

Letters were sent to clergymen of all churches in the three-county area asking them to announce the center from the pulpit or to put a notice in the church bulletin.

The center took brochures to the Senior Opportunities Booth at the Sauk and Juneau County fairs.

The center manager trained the staff at the Counseling Center on the functions of the I & R Center. When they were traveling in the three-county area to schools, agencies and other such places, they acted as outreach workers for the center. These Counseling Center personnel also had publicity materials to distribute on their travels.

A mass mailing was put together and sent out with the aid of the patients at the local mental health hospital.

Cashton

Brief Background

The Cashton Information and Referral Center held its grand opening on May 7, 1973. Local newspapers covered the event and several radio stations phoned in for interviews. Invitations were sent to local agency personnel, media and officials. An invitation to the public was run in the local newspapers. News releases were sent to all media who could not attend.

The center was located primarily in a rural area. The nearest big town is LaCrosse in LaCrosse county which was not covered by the center.

In the Fall of 1973, Cashton was chosen to provide outreach services. The addition of the outreach workers helped to increase the publicity in the rural areas.

Newspaper Activities

Paid advertising was purchased in the following papers:

Wauzeka Papoose (weekly)
Sparta Herald (weekly)
Monroe County Democrat (weekly)
Cashton Record (weekly)
Tomah Journal/Monitor Herald (weekly)
Kickapoo Scout (weekly)
Prairie Spy (weekly)
Town & Country Shopper (shopper)
Kendall Keystone (weekly)
Wilton Shopper (weekly)
Broadcaster-Censor (weekly)
Westby Times (weekly)
Epitaph (weekly)
Courier Press (weekly)

Radio and Television Activities

Public service announcements were sent to the following radio and television stations:

WPRE
WCOW
WTMB
WISV
WKBT
WXOW
WEAU

The center manager was the guest on WISV-Radio—a woman's talk show and on community action report. An appearance was also made on a talk show on WTMB-Radio.

Community Speeches

A great deal of the publicity emphasis was placed on speaking before local groups and organizations. A sample of the groups addressed includes:

Rural Area Development Committee for Crawford County
Rural Area Development Committee for Monroe County
Parents Without Partners
County social services staff
Telephone company operators & linemen
Headstart teachers & parents
Monroe County senior citizen groups
Department of Social Services
Welfare Mothers of Monroe County
Extension Homemakers
Headstart
All CAP staff
Homemakers clubs
Coordinating Committee for Social Services
Crisis Committee
Ministers in Monroe County

Posters and Brochures

Approximately 900 posters were distributed in the three counties served by the center. In addition, the outreach workers handed out flyers to individuals being interviewed, as well as in public places.

The ushers in the local churches were asked to pass out flyers and/or the center brochures to the parishioners.

Other Activities

An article on the Cashton center appeared in the County Extension Homemakers Group Newsletter.

Publicity materials were handed out by the Craft center. Christmas cards were sent to all agencies in the resource file. The center manned a booth at the Monroe and Vernon county fairs, and they participated in a campaign to reach the elderly.

Eau Claire

Brief Background

The Western Dairyland Information and Referral Center opened in May of 1973. The center manager planned a formal opening with invitations sent to local officials, agency personnel and the media. A news release announcing the opening was sent to all local papers and those in the surrounding areas.

The Eau Claire center served a rural area. However, most of the calls were from residents of the town of Eau Claire. To get more calls from those outside the immediate area, the center manager purchased an enterprise number from the phone company.

Newspaper Activities

Releases on the center's formal opening were sent to all local newspapers. Display ads were purchased from the following newspapers.

Galesville Republican (weekly)
Arcadia News-Leader (weekly)
The News-Wave (weekly)
Mondovi Herald News (weekly)
Whitehall Times (weekly)
Cochrane-Fountain City Recorder (weekly)
Blair Press (weekly)
Tri-County News (weekly)
Whitehall Times (weekly)
Augusta Area Times (weekly)
The Spectator (U.W. student newspaper)
Home Magazine (shopper)
Eau Claire Leader Telegram (daily)
Arrow Shopper (shopper)
Banner Journal (weekly)
Melrose Chronicle (weekly)
Black River Country Shopper (shopper)
Jackson County Shopper (shopper)
LaCrosse County Countryman (shopper)

In addition to display ads, news stories and feature articles also appeared. The center had good cooperation from the local paper, Eau Claire Leader Telegram.

Radio and Television Activities

Public service announcements and news releases were sent to the following radio and television stations:

WWIS
WOKL
WBIZ
WEAU
WEAQ
WEAU
WXOW
WKBT

In addition, the center manager appeared on the following talk shows:

WEAU
WOKL
WBIZ
WWIS
WAXX

Posters and Brochures

Outreach workers from the sponsoring agency distributed posters and brochures in the four-county area. The center used the posters provided by the state, as well as posters specially prepared by an artist in Eau Claire. The posters had special tear-off pads attached to them listing the center's name, address, and phone number.

Community Speeches

Speeches were given before and materials handed out to the following groups:

Lions Club
Coordinating Council of Agencies in Eau Claire County
University of Wisconsin Counseling Staff
Psych ward staff at Luther Hospital in Eau Claire
Volunteers in Probation
AARP—Eau Claire County
Youth Council
Rural Development Council—Black River Falls
Rural Development Council—Eau Claire
County Welfare staff meeting
Red Cross—volunteer drivers

Other Activities

Articles appeared in "The People's Newsletter," published by the Eau Claire County Department of Public Welfare, and the University Extension Office home economists newsletter.

Letters introducing the I & R center were sent to all clergy in the four-county area. Several churches responded by placing notices in their church bulletins.

Letters describing the WIS service were also sent to school administrators, principals, and counselors. In addition, letters were sent to the local bar association and the medical associations in the area.

Flyers were sent with the electric bills to all customers of the Eau Claire Electric Cooperative and Northern States Power Company, serving the city and rural Eau Claire areas.

The Eau Claire center contacted the area's Federal congressman, informing him of the center. The representative put an article in his personal newsletter and sent public service announcements to the Eau Claire area radio and TV stations endorsing the center.

The center manager participated in Volunteer Day at the University of Wisconsin.

The center used the Visiting Nurse Service to help inform local residents of the center.

Brochures were handed out at the Western Dairyland County Fair. In addition, the center also designed their own brochures and sent them out with all letters leaving the office.

Ashland

Brief Background

The Ashland center opened its doors for business in April of 1973. The five counties served by the center are primarily rural with Ashland and Superior as the only large towns in the area.

In the Fall of 1973, the Ashland center added the outreach component to its services. Five outreach workers were hired.

Newspaper Activities

The Ashland center concentrated much of its publicity efforts on purchasing display newspaper ads. A steady flow of ads were printed in the following papers:

The Evening Telegram (daily)
Ashland Daily Press (daily)
Washburn Times (weekly)
Ironwood Daily Globe (daily)

In addition, classified ads were purchased from the following papers:

Ashland Daily Press (daily)
The Evening Telegram (daily)
The Bee (weekly)
Park Falls Herald (weekly)
Iron County Miner (weekly)
Mellen Weekly Record (weekly)
Glidden Enterprise (weekly)
Ironwood Daily Globe (daily)
Washburn Times (weekly)

News articles generally were descriptions of the center, although several were written about the outreach workers, advisory committee or other activities of the center.

Radio and Television Coverage

Public service announcements (PSAs) and news releases were sent to the following radio stations:

WATW	WDSM
WNBI	KAOH
WAKX	WEDC
WWJC	KDAL
WJMS	

The local stations were very cooperative in covering the opening and later in running the public service announcements. The center manager appeared on several talks shows on the local stations. No paid advertising was purchased from radio stations.

Community Speeches

The center manager gave speeches to various agency groups and community groups. Publicity materials were also handed out at these meetings. The groups included:

Ashland Senior Citizens
Womens' clubs from the area
Homemaker's Clubs
Vocational & Technical school
CAP staff meetings

Poster and Brochures

The center ordered special tear-off pads to be attached to their posters. Posters, brochures, and flyers have been distributed to such places as banks, stores, laundromats, and municipal buildings in the entire five county area. Before hiring their own outreach personnel, the outreach workers from the sponsoring agency distributed publicity materials.

Other Activities

The center manager ordered 14 magnetic car plates with the name and phone number of the center printed on them. The plates were attached to cars belonging to the WIS staff, including the five outreach workers.

The center participated in four county fairs during the summer of 1973. The fairs included Ashland, Bayfield, Iron and Price Counties. Booths were manned for the whole fair and brochures and other publicity materials were distributed.

Letters were sent to the local clergy asking that they announce the opening of the center.

Oconto

Brief Background

The Wisconsin Information Service in Oconto opened its doors to the public on April 26, 1973. The center manager held a formal opening with invitations sent to the local media, officials, and agency personnel. The coverage of the opening was quite good and good contact with radio and television people was established.

This center was situated in a four-county area that was rather rural and sparsely populated. Many people in the area do not have telephones, not to mention radios or TV sets.

Oconto was chosen to implement an outreach component, which was believed most helpful in making the residents more aware of the services available to them.

Newspaper Activities

The center manager received tremendous support from Oconto-based merchants in sponsoring newspaper display ads. The cost saved by this community support amounts to over $500. Ads appeared in the following papers:

Oconto County Reporter (weekly)
Oconto County Times-Herald (weekly)
Niagra Journal (weekly)
Oconto County Reminder (shopper)
Forest County Republican (weekly)
Florence Mining News (weekly)
Tri-County Independent (weekly)

Radio and Television Activities

The Oconto center sent the public service announcements (PSAs) and news releases to the following radio stations:

WMIQ	WLOT
WOCO	WNFL
WMAM	WAGN

In addition to the the PSAs and news releases, air time was also purchased. These ads ran during October and November. The center manager also appeared on a talk show on WNFL-Radio in Green Bay.

Community Speeches

Speeches were given and publicity materials handed out to the following groups:

Wabeno Chamber of Commerce
Oconto Lions Club
FISH community services in Marinette—showed the film "Tell Me Where to Turn"
CAP Board
Oconto church groups
Marinette County Committee on Aging
Three sociology classes at the Marinette campus of the University of Wisconsin
Senior Citizens group in Amberg

Posters and Brochures

Posters, brochures, and flyers were distributed throughout the four-county area to such places as social service agencies, courthouses, stores, banks, post offices, restaurants, and laundromats. The outreach workers carried a supply of posters and other publicity materials with them and handed them out personally or else left the materials in public places.

Flyers were sent to banks in Florence and Oconto to be included in monthly checking account statements.

The WIS brochure was sent to 349 elderly families in Oconto County, and publicity materials were distributed to the Florence County Department of Social Services for them to distribute in their mailings.

Other Activities

Letters were sent to churches in the four-county area requesting clergy assistance in making parishioners aware of WIS. Several responded to the letter by putting a notice in the church bulletin.

The center manager had business cards printed that were included with all correspondence leaving the office.

Outreach workers left publicity materials at homes of area residents.

The Oconto center sent special flyers to rural route households in Florence County. This mailing covered the entire county as there are no urban areas.

Green Bay

Brief Background

The Wisconsin Information Service, located in Green Bay, opened its doors to the public on February 28, 1973. Several articles appeared in the local newspapers describing the development and purpose of the center. During the open house the local television stations interviewed the center manager and prepared a news report for the evening broadcast.

Newspaper Activities

Beginning in September, 1973, the Green Bay center began to buy display ads in local newspapers. Ads appeared in the following newspapers:

Daily News (daily)	DePere Journal (weekly)
Pulaski News (shopper)	The Pride (bi-weekly)
Brown County Chronicle (weekly)	The Spirit (weekly)
Denmark Press (weekly	

Radio and Television Activities

Public service announcements for radio were taken to the following radio and television stations:

Radio	Television
WDUZ	WBAY
WNFL	WFRV
WBAY	WLUK

The center manager appeared on two talk shows—"Probe" on WDUZ and on WNFL.

Community Speeches

The center manager gave speeches and handed out publicity materials at the following groups:

Kiwanis Club of DePere
Multi-County Nursing Association
Bellin nursing class
Physical therapists at Bellin Hospital
University of Wisconsin-Green Bay nutrition class
Nursing Homes Administration
Villa-West

Posters and Brochures

The center sent posters and brochures to local government buildings, private businesses, and were placed in the city buses and the Red Cross bus, as well as hospitals and other public places. The Red Cross Youth organization distributed posters in stores, laundromats, and similar places.

Letters and publicity materials were sent to local doctors, school principals, and attorneys.

Other Activities

Phone stickers and flyers were given to "newcomers" and the Green Bay City Hostess for distribution to new residents of the area.

The center, in line with the "energy crisis," acted as a clearinghouse for calls who wanted information on car pooling. Such calls gave the center staff a chance to inform callers of other services available to them.

Mention of WIS was also made in several community newsletters:

Golden Age Club
AFDC Mothers Newsletter
Co-Care Newsletter

Manitowoc

Brief Background

The Manitowoc County Advisory and Referral Service (MARS) opened its doors to the public in May of 1973. A formal open house was planned with invitations sent to the local media, agency personnel, and dignitaries.

In the Fall of 1973, MARS was chosen to set-up a transportation/follow-through component. With the hiring of a transportation coordinator, there were a total of three persons on the MARS staff.

Newspaper Activities

MARS received excellent cooperation from the newspapers and classified ads were also purchased from the following papers:

Two Rivers Shopper (shopper)
Herald Times-Reporter (daily)
Kiel Tri-County Record (weekly)
The Brillion News (weekly)
Sheboygan Press (daily)
Denmark Press (weekly)
The Valders Journal (weekly)
The Milwaukee Journal (daily)

Many of the articles dealt with the center's opening. However, there were several articles written in connection with speeches the center manager gave in the community. There were several feature articles or general description articles, including several reports on the steady progress of the center. Articles on the transportation component appeared in several papers. Articles were run on the volunteers working with the center. As a special note, several mentions in the papers were totally unsolicited; one was a letter of appreciation to MARS written to the paper's editor and another was mentioned in the editorial section again on how the city district attorney often refers callers to MARS.

Radio and Television Activities

The local radio stations have been very supportive of the center, frequently running the PSAs and responding to news releases. In addition, paid air time was purchased from the following stations:

WCUB
WKUB-FM

The center manager also worked with WQTC in Two Rivers, and had several interviews on this station as well as several programs on WCUB and WOMT. The center manager in cooperation with the radio stations wrote many of the spots and later other center managers in the WIS network used some of her spots.

Community Speeches

Speeches and informal talks were given and materials handed out to the following groups:

Senior citizens groups
Two Rivers Catholic Women's Club
Catholic Women's Club of Manitowoc
Retired Union Member Club
Manitowoc County Committee on Aging
Kiwanis Club of Manitowoc
U. W. Extension—Manitowoc
Tavern League
Second grade class at Mager Elementary School
Manitowoc County Clergy Association

Posters and Brochures

Manitowoc County was flooded with brochures and posters advertising MARS. Publicity materials were handed out at a local department store during the "Lakeshore Harvest Festival." Another store put flyers in grocery bags. Posters and flyers were also distributed in banks, groceries, post offices, stores, and co-ops in Manitowoc as well as the rural areas. Posters were distributed in the school systems in Two Rivers, Manitowoc, Kiel, Reedsville, Valders and Roncali. Telephone stickers were handed out at speeches and sent with information leaving the MARS office.

Other Activities

Articles on MARS appeared in the following local newsletters:

Manitowoc Senior Citizen Newsletter
AARP Newsletter
University Extension Newsletter
Valder's Faith Luthern Newsletter

Magnetic car plates were purchased and several personnel placed the plates on either door of their cars.

Business cards were printed up and distributed to persons interested in the center. Cards were also sent out with materials leaving the MARS office.

MARS held several open house lunches for facility people to whom the center frequently refers callers. Many of those invited had never visited the center before and were quite pleased with the center's thoughtfulness in showing its appreciation for their cooperation.

Flyers were sent out in the county with the Two Rivers and Manitowoc senior citizen newsletter.

MARS participated in the special effort to reach senior citizens.

The center prepared for a special mailing to all elderly residents. A special flyer was printed for this purpose.

Fond du Lac

Brief Background

The Wisconsin Information Service, located in the Fond du Lac Social Security Office, opened in June of 1973. Local coverage of the open house was quite good.

Due to the location of the Fond du Lac center, there was a problem, namely, part of the area served by the center looked to Fond du Lac for services while the other area looked to Beaver Dam. To eliminate some of the difficulty caused by this set-up, the center manager hooked the center's phone to a direct number from the Beaver Dam area. Thus, residents of the southern part of that area can call a Beaver Dam number rather than an "alien-sounding" Fond du Lac number.

In the fall of 1973, the Fond du Lac center was chosen to participate in the transportation/follow-through component. The additional staff hired for transportation occasionally assisted in the disseminating of publicity materials through the two-county area.

Newspaper Activities

The Fond du Lac center periodically purchased advertising from the following papers:

Daily Citizen (daily)
Waupun Leader News (weekly)
Action Advertiser (shopper)

Ads appearing in the Beaver Dam and Waupun papers were follow-ups to a rural route mailing to those areas. Ads were also placed in a mid-week special supplement to weekly and daily newspapers in the two-county area.

Numerous news articles and feature stories appeared in the newspapers. There was excellent coverage in the papers on the formal opening. Other articles dealt with the center manager's speaking engagements in the area, area volunteers working with WIS, a general rundown of the center's activities, and an announcement of the new Beaver Dam telephone number. News articles appeared in the following papers:

Daily Citizen
Fond du Lac Reporter

Prior to the center's opening, good publicity by the local Social Security Office resulted in several articles in the local papers and reports on local radio stations.

Radio and Television Activities

Public service announcements (PSAs) appeared on the following radio and television stations:

WFON	WBAY
KFIZ	WLUK
WBEV	WFRV
WCWC	WMTV
WLKE	WHA

In addition to the spots provided by the state office, the center manager wrote spots to fit special situations.

Other radio activities included appearing on talk shows and the Beaver Dam radio station, WBEV, also ran a news story on the center opening.

Community Speeches

The center manager spoke about WIS before the following groups:

Fond du Lac school district counselors
Waupun Jaycees
Lions Club (Fond du Lac)
City volunteer groups
Senior Citizen Center in Fond du Lac
Community Welfare Council
Dodge County Mental Health Association
Staff of the Mental Health Center

Posters and Brochures

Posters and brochures were distributed in the two county area to such places as banks, libraries, bus stations, stores, police and fire departments, town and village halls, schools, nursing homes, restaurants, and even several post offices. Posters had special tear-off pads with the address and telephone numbers listed.

Other Activities

Flyers were placed in grocery stores and were used to stuff pay checks of 1,400 employees of John Deere, Inc., in Horicon.

Christmas cards were sent tc friends of WIS, inlcuding facilities and individuals.

Fair participation: printed up 2,500 special brochures to distribute at local county fair booth.

Mailing of flyers to rural area residents.

Letters were sent to various community groups:

Tavern League presidents in both counties giving them information, as well as asking to speak at one of their meetings
Clergy, doctors, and school principals in Fond du Lac and Dodge counties (separate letter for each group)
Open house letter inviting everyone in the facility file to attend the opending (described WIS)
Open house letter inviting local mayors, county boards of superintendents and city managers to the open house

Waukesha

Brief Background

The Wisconsin Information Service, located in the Waukesha Social Security Office opened on July 2. Because of limited space, the center did not have a formal opening, per se. However, notice of the opening was sent to all facilities in the file, local churches, newspapers, and radio stations.

In the Fall of 1973, the center was chosen to set-up a transportation/follow-through component. An additional staff member was hired who also assisted in publicizing the center.

Newspaper Activities

The Waukesha center chose not to buy advertising from newspapers. However, coverage of center activities was fairly good in the local papers. News articles and feature stories have appeared in the following papers:

Lake Mills Leader (weekly)
Brookfield News (weekly)
Oconomowoc Enterprise (weekly)
Watertown Daily Times (daily)
Daily Jefferson County Union (daily)
Palmyra Enterprise (weekly)
Milwaukee Journal (daily)
Waukesha Freeman (weekly)
New Berlin Citizen (weekly)
Jefferson Banner (weekly)
Janesville Gazette (daily)

Most of the articles were announcements of the center opening or general descriptions of the centers written after the opening. Several papers did in-depth feature stories. Still other articles were in conjunction with speeches given by the center manager, volunteer activities, or other similar activities.

Radio and Television Activities

News releases, PSAs, and elderly spots were sent to the following stations:

WTTN	WNUW	WRIT
WTKN	WFMR	WFWO
WFAW	WISN	WMUR
WAUK	WMIL	WTKM
WZMF	WMVM	WTMJ
WHAD	WQFM	WEZW
WHAD-FM	WYLO	WBON
WZMF	WNOV	WAWA
WEMP	WOKY	

The center manager in Waukesha was a guest speaker on WTKM in Oconomowoc on a morning talk show and was also interviewed on WAUK in Waukesha.

Posters and Brochures

Posters and brochures, including the elderly materials, were placed in post offices, banks, municipal buildings, chambers of commerce, and other public places. Flyers, elderly brochures, and the general brochure were mailed to the Chambers of Commerce in Waukesha and Lake Mills, Junior Woman's Clubs, to continuing education counselors, and were placed in banks, post offices, court houses, municipal buildings, and stores. Telephone stickers were also sent with the publicity mailings.

Mailings

The center designed and ran off a special flyer to be used in rural route mailings. In addition to the rural mailing, the center mailed letters to all clergymen in the two counties.

Letters describing the purpose of WIS were also sent to approximately 2,000 agencies that were contained in the cross-reference file.

Community Speeches

Speeches were given and materials handed out to the following groups:

Jefferson County Area Retired Teachers' Association
Helenville Firemen's Auxiliary
FISH in Oconomowoc
Inter-Group Council in Jefferson
Equal Opportunity Commission in Waukesha
Red Cross in Milwaukee
Avalon Manor (elderly housing) in Waukesha

Other Activities

A display rack was set up at the Jefferson County fair. The center manager also participated and spoke before a planning session for the continuing education for senior citizens at the Waukesha County Technical Institute.

The Waukesha center had good rapport with local organizations including the telephone company whose operators have been know to call the center for information. In addition, the center has excellent community relations with United Way of Waukesha County.

Wisconsin Rapids

Brief Background

The Wisconsin Information Service located in the Wisconsin Rapids Social Security office, opened in June, 1973.

The Wisconsin Rapids center serves a large rural population in a three-county area. Thus, the amount of time and effort needed to handle publicity was considerable.

Newspaper Activities

A large portion of the center's publicity budget was spent on newspaper display ads. Weekly ads appeared in the following papers:

The Marshfield News-Herald (daily)
Stevens Point Daily Journal (daily)
Wisconsin Rapids Daily Tribune (daily)
Adams Co. Times/Friendship Reporter (weekly)
Tri-City Shoppers' Herald (weekly)
Marshfield Shoppers' Guide (weekly)
The Advertiser (weekly)
The Pointer (University newspaper)
The Pittsfield Record
Legion 6 Pointer (monthly veterans publication)

In addition, small personal ads were placed in the three shoppers. Similar ads were run in the Marshfield News-Herald.

Several of the papers ran pre-opening releases and an article on the opening. Most of the papers had stories dealing with a general description of the center.

Radio and Television Activities

Public service announcements for radio and television were taken to the following stations:

Radio	Television
WWSP-FM	WEAU-TV
WDLB	WAOW-TV
WFHR	WSAU-TV
WWRW-FM	
WRIG	
WDUX	
WIFIC-FM	
WXCO	
WRJC	

The Wausau television stations did reports on the center's opening and followed up with occasional interviews on news reports and morning talk shows.

WDLB-Radio had a report on the center opening, as well as a one-month follow-up report. The radio station in Stevens Point, WWSP, made a special announcement when flyers were sent to the rural area residents.

The stations have been fairly responsive to news releases. There was no paid advertising on radio stations.

Community Speeches

Speeches were given and brochures and other publicity materials were handed out before the following groups:

AARP--Stevens Point and Wisconsin Rapids
Stevens Point Area Religious Council
Portage County Committee on Aging
Federal Nutrition Program for the Elderly
Wood County Council on Alcoholism & Drug Abuse
Talks before several inter-agency groups

The center manager also spoke before several groups of students at the University of Wisconsin—Stevens Point in an effort to recruit volunteers to assist with the resource file interviews.

Posters and Brochures

Posters were widely distributed in the three-county area. Tear-off pads were added to the posters and distributed. A few of the local postmasters consented to have a poster put up in the post office.

Brochures were placed in public places and were sent out with letters to local clergymen asking them to announce the services of WIS from the pulpit or to put a notice in the church bulletin.

In line with their participation in the elderly publicity campaign, the staff members of WIS set up a total of 39 bank displays during the time when social security recipients received their checks. Several of the small banks agreed to have their tellers personally hand out the elderly brochures to social security recipients.

Other Activities

The Wisconsin Rapids center prepared a special flyer (paper and printing were contributed by a local paper company) that was used in a mass mailing to 8,000 rural area residents. Calls from those areas increased following the mailing.

Fourteen hundred social security recipients received flyers in their social security checks.

The center manager sent materials on WIS to senior citizens. Materials were sent with the monthly social security mailing.

Flyers were also distributed through the local departments of social services to welfare recipients.

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